MATT KLEIN

GLOBAL ECOMMERCE, BRAND & AI STRATEGY LEADER

EXECUTIVE SUMMARY

Ecommerce, AI, and brand strategy leader with 20 years scaling omnichannel businesses. I own strategy through execution across Amazon, marketplaces, DTC, and AI driven product launches. I run the full operating stack including brand positioning, pricing, merchandising, retail media, content systems, and operations. I build teams, drive clarity from data, and deliver growth that protects margin.

216.903.8702

mattklein80@gmail.com

University Heights, OH

linkedin.com/in/i-am-matt-klein

MattKlein.ai

SELECTED IMPACT

- Scaled Amazon to $80M+ in ad-driven sales, plus $17M+ via marketplaces and a redesigned DTC site
- Delivered ~400% profitability increase at a global home brand while surpassing $30M annual ecommerce sales
- Tripled an ecommerce business from $18M to $54M and consolidated $12M+ in fragmented revenue into a unified, scaled, growing operation
- Built and exited a $6M+ ecommerce business and grew a hospitality venture to 90%+ occupancy before sale
- Drove seven-figure monthly shipped revenue, a $12M+ annualized run rate and ~50% YoY sales growth across six consumer brands

PROFESSIONAL EXPERIENCE

VICE PRESIDENT OF ECOMMERCE & AI STRATEGY
Apr 2025 - Present

Dayglow | Independence, Ohio

- Drove seven-figure monthly shipped revenue, a $12M+ annual run rate and ~50% YoY sales growth across six consumer brands
- Built and run AI-enabled reporting and planning systems linking the ERP, sales channels, inventory and finance, with daily refreshes and ledger checks
- Designed, staged and won approval for an Amazon Vendor-to-Seller migration across 950+ SKUs, modeled at over $500K in annual margin lift
- Turned availability from under 50% in stock to over 80%, increasing Amazon PO acceptance from the low 20s to over 80% at peak
- Built an AI-driven PDP content and experimentation engine delivering 3 to 4x conversion lift and doubling ROAS
- Lead ecommerce and AI strategy for six brands across Amazon, marketplaces and DTC; built a five-person team managing about 1,100 active SKUs

LEAD ECOMMERCE STRATEGIST
Jan 2025 - Apr 2025

FuturiBooks | Contract

- Led launch and commercialization of FuturiBooks.ai, an AI audiobook platform, from concept through rollout
- Designed pricing and licensing models for self-publishers, education, and enterprise use cases
- Shaped UX roadmap including voice previews, text to voice optimization, and sound effects integration to improve usability and perceived value
- Built affiliate and influencer acquisition paths and product feedback loops, accelerating early user adoption

DIRECTOR OF DIRECT-TO-CONSUMER
Mar 2024 - Dec 2024

Crazy Cups | Contract

- Led full migration from BigCommerce to Shopify Plus, relaunching a catalog of 1,700+ SKUs, 10,000+ subscriptions, and 100,000+ customers
- Recruited and directed a cross functional team across marketing, dev, and design, delivering the new platform on aggressive timeline
- Built GPT based tools to refresh 340+ PDPs, cutting manual work by roughly 90% while improving consistency and SEO
- Relaunched performance media on Google, Meta, and TikTok and rebuilt lifecycle channels including email, SMS, and social using AI supported content
- Reintegrated Recharge, Yotpo, ShipStation, WMS, and OMS, recovering 1,000+ inactive subscriptions and stabilizing fulfillment

VICE PRESIDENT OF ECOMMERCE SALES
Feb 2023 - Feb 2024

Teamson US | Remote

- Led global ecommerce and marketplaces, exceeding 30M in annual sales and delivering roughly 400% profitability improvement
- Built and aligned teams across the US, UK, and Taiwan to drive growth on Amazon, Walmart, Target, Wayfair, and DTC
- Optimized pricing and assortment across 600+ SKUs and multiple models including 1P, 3P, direct import, and DTC to balance growth and margin
- Pioneered 3D imagery, AR, and GPT-based content systems, lifting conversion and unifying brand voice globally
- Brought advertising in house, achieving 10x+ ROAS across PPC and DSP while reducing reliance on agencies

MATT KLEIN

GLOBAL ECOMMERCE, BRAND & AI STRATEGY LEADER

CORE STRENGTHS

- Omnichannel P & L Management
- Ecommerce Strategy and Digital Transformation
- AI Strategy and Integration
- Amazon, Marketplaces, and DTC
- Pricing, Profitability, and Assortment Mix Optimization
- Performance Marketing and Retail Media, paid search, paid social, DSP
- Analytics, Reporting, and KPI Frameworks
- Team Building and Cross Functional Leadership
- Brand Positioning and Go-to-Market Strategy
- **Platforms and Tools**
  Amazon Vendor Central, Amazon Seller Central, Walmart Marketplace, Wayfair, Target Plus, Shopify, BigCommerce, Klaviyo

LANGUAGES

English, Native
Spanish, Intermediate
Hebrew, Conversational

EDUCATION

Master of Philosophy (MPhil)
Conservation Biology
City University of NY, Graduate Center | 2005

Master of Arts (MA)
Evolutionary Primatology and Paleontology
Hunter College | 2005

Bachelor of Science (BS)
Anthropology
Rutgers University | 2001

EXPERIENCE CONTINUED

VICE PRESIDENT OF ECOMMERCE & DIGITAL MARKETING Sep 2020 - Jul 2022
Waxman Industries | Bedford, Ohio

- Built Waxman's unified ecommerce function, consolidating roughly $12M in fragmented marketplace and DTC revenue into a single managed channel
- Hired and led the digital sales and marketing team responsible for marketplaces, DTC, and media
- Rationalized and sanitized data for 1,500+ SKUs, improving catalog integrity and decision making
- Drove 25% ROI improvement across programmatic, performance, and social channels through structured testing and budget reallocations
- Selected and integrated 3PL and logistics partners to support growth and improve fulfillment execution

DIRECTOR OF MARKETPLACES & DIGITAL MARKETING Mar 2019 - Sep 2020
mDesign Home Décor | Solon, Ohio

- Grew Amazon to 80M+ annual ad driven sales and added 17M+ in incremental marketplace revenue
- Managed a 7M+ annual Amazon media budget, achieving approximately 20x ROAS on DSP and approximately 10x on PPC with consistent month over month growth
- Expanded into Target+, Walmart.com, and eBay, building a diversified marketplace footprint
- Led a BigCommerce site redesign focused on UX, generating 1M+ in first year site revenue

DIRECTOR OF OMNICHANNEL SALES Sep 2016 - Mar 2019
Focus Camera | Brooklyn, New York

- Tripled revenue from $18M to $54M by building ecommerce capabilities and expanding into 15+ marketplaces
- Launched and grew an affiliate program that lifted revenue by approximately 50% through targeted partnerships
- Drove blended 20x ROAS via coordinated PPC, promotions, and revenue share programs
- Built and mentored a cross functional sales and marketing team to sustain growth

ENTREPRENEURIAL EXPERIENCE

FOUNDER AND CEO Sep 2008 - Sep 2016
1080 Sales | Beachwood, Ohio

- Founded and scaled 1080 Sales to 6M+ annual ecommerce revenue across multiple marketplaces
- Owned strategy, operations, merchandising, and partnerships, leading to a profitable exit
- Built and led a small, high performing team in a hands-on, entrepreneurial environment

CO-OWNER Aug 2006 - Sep 2008
The Orchid Lodge | Heredia, Costa Rica

- Created and operated a boutique eco lodge, achieving 90%+ occupancy through targeted digital marketing and curated guest experiences
- Drove awareness via content, Google Ads, and media features including House Hunters International

ADVISORY AND CONSULTING

FOUNDER Jul 2022 - Present
3rd Deviation | Cleveland, Ohio

- Fractional advisory and AI systems architecture for consumer brands, PE-backed portfolios, and family offices
- Build AI infrastructure spanning investment frameworks, content engines, demand and profitability models, and organizational knowledge bases