

## DAN STEPCHEW

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## PROFESSIONAL EXPERIENCE

### Interact One, Inc.

2023 – Present

*Practice Lead, Digital Marketing Services*

Premium boutique E-Commerce integration service provider for hybrid B2B/C SMBs focused on Shopify, Magento, and BigCommerce development and digital marketing services.

- Reinventing digital marketing service offering to meet demand from existing clients with growth challenges (in both paid and owned channels).
- Managing custom solutions in Digital Strategy, SEO, PPC, Social, CRO, Amazon, Retention, and B2B Ecommerce merchandising.

### Careismatic Brands, Inc.

2020 – 2023

*Chief Digital Officer*

Largest online marketplace for medical uniforms – \$1B annual revenue.

- Key flagship brands: Cherokee and Dickies Medical.
- Led transition of the Medelita brand into the portfolio of labels acquired by The Partners Group, dba Careismatic Brands, Inc.
- Managed the transition of inventory allocation, order management, and PLM integration.
- Beat revenue targets despite a 60% reduction in ad spend with a combination of CRO and lifecycle optimization.
- Member of Careismatic Brands' executive leadership team, developing LRP forecasts, planning for web, operations, and technology.

### Medelita

2011 – 2020

*Chief Marketing Officer/Chief Ecommerce Officer*

First premium pure play medical apparel brand – grew to \$17M annual revenue during tenure.

- Responsible for paid strategy and execution, omni channel growth, channel optimization, customer lifecycle management, web development, information management, and digital planning/strategy.
- Accountable for budget, design, and execution of paid/organic traffic and technology, including website development (Magento & Shopify), CRM ownership, Marcomm (Klaviyo & Wunderkind) and automation software, ERP implementation, Amazon Seller Central & FBA, analytics and BI tools, accounting/reports, internal infrastructure, CX, and traditional marketing channel management.
- Managed 10+ employees (in person & remote) across marketing, web, and technology teams.
- Oversaw Medelita's 10-year rapid growth ecosystem, building in-house tools and leveraging cost effective new technology to empower teams to engage with customers, increase retention, and scale revenue.
- Devised innovative solution when Medelita landed its largest order in history from Kaiser Permanente Medical Group.
  - Enabled customer purchasing agents to submit orders to Medelita through customer's system without incurring dramatically high costs by piggybacking on best-in-class order management features already used and connected to Medelita's fulfillment system.
  - Achieved seamless integration, saving \$50K in up-front costs with no additional costs over the subsequent five years.
  - Allowed ongoing ordering of almost \$1M annually from this one customer.
  - Became a case study to attract enterprise/large clients.

<b>MembersFirst</b> <i>Client Services Manager</i>	<b>2004 – 2010</b>
<ul style="list-style-type: none"> <li>• Developed new design and functionality processes for clients.</li> <li>• Led the transformation of the offering from a basic low-cost SaaS to enterprise-level managed services for the largest private club owners in the world.</li> <li>• Worked alongside the CTO and CEO to establish MembersFirst as an innovative leader in private club websites, membership retention, communication management, and lead generation.</li> </ul>	
<b>Quincy College</b> <i>Assistant Director of Marketing and Research</i>	<b>2003 – 2004</b>
<b>Pyramid Research</b> <i>Production Specialist</i>	<b>2003</b>
<b>Circle.com (Havas Group)</b> <i>Creative Assistant</i>	<b>2001 – 2003</b>
<b>EDUCATIONAL EXPERIENCE</b>	
<b>University of San Francisco</b> <i>MBA Finance</i>	<b>2009 – 2011</b>
<b>Northeastern University</b> <i>BS Organizational Communication</i>	<b>1998 – 2003</b>