

CHRIS D'ALESSANDRO

Chief Digital & eCommerce Officer • Digital Transformation Executive

DTC & Commerce Platforms • P&L & Revenue Growth • Shopify & VTEX

Rochester, Michigan, USA • chrisdalessandro@gmail.com • [linkedin.com/in/chrisdalessandro](https://www.linkedin.com/in/chrisdalessandro) • chrisdalessandro.com

EXECUTIVE SUMMARY

eCommerce and digital transformation executive with two decades of leadership building, launching, and scaling direct-to-consumer and omnichannel commerce for Fortune 500 brands. Repeatedly stands up new DTC channels from zero and scales them past **\$20M+ in annual revenue**, pairing deep commerce-platform expertise (Shopify, VTEX) with product, analytics, and organizational transformation across CPG, retail, automotive, financial services, and identity protection. Trusted C-suite advisor on turning digital investment into profitable, durable growth.

SELECTED CAREER HIGHLIGHTS

- **\$40M+ new commerce revenue** generated over nine years by building an enterprise commerce practice from the ground up (VML/WPP).
- **\$0 → \$1M+ per month**: launched and scaled ADT's first direct-to-consumer channel, lifting conversion from 3% to 5% in year one.
- **Sold out in one hour**: delivered Conagra's first-ever DTC site (Duncan Hines × Dolly Parton) on Shopify in just six weeks.
- **100% conversion lift & 20% lower CAC**: led LegalShield's enterprise digital transformation within the first six months.

CORE COMPETENCIES

eCommerce Strategy & DTC Growth • Digital Transformation • P&L & Revenue Ownership • Commerce Platform Migration • Omnichannel & Retail Media • Conversion Rate Optimization • Product Management & Strategy • Customer Acquisition & Retention • Marketing Analytics & Measurement • Go-to-Market Strategy • Organizational Design & Team Building • Executive Stakeholder Management

TECHNOLOGIES & PLATFORMS

Shopify • Shopify Plus • VTEX • Composable / Headless Commerce • SAP ERP Integration • Adobe Analytics • Google Analytics • Optimizely (A/B Testing & CRO) • CRM & Marketing Automation • Mobile App Platforms (iOS / Android) • Agile / Jira • Retail Media • SEO / SEM • Payment & Tax Automation • Data & Measurement

PROFESSIONAL EXPERIENCE

WPP Enterprise Solutions | Detroit, MI

Jul 2026 – Present

Commerce Platforms Lead, North America — Executive Director

- Directs the North American commerce platforms practice, setting enterprise DTC and B2B commerce strategy and go-to-market for WPP's largest brand clients.

VML (a WPP company) | Detroit, MI

Mar 2017 – Jun 2026

Executive Director, Commerce Platforms • Global Shopify Lead • Global VTEX Partner Lead

- **\$40M+ in new commerce business** generated across nine years, building the agency's enterprise commerce practice from zero as growth catalyst and global platform lead.
- **\$0 → \$1M+ per month**: launched and scaled ADT's first DTC channel, raising conversion from 3% to 5% within one year.
- **Six-week build, sold out in one hour**: delivered Conagra's first-ever DTC site (Duncan Hines × Dolly Parton) on Shopify, validating a national brand partnership.
- **Seven-month replatform**: migrated H Mart—the largest Asian-American grocer in the U.S. (90+ stores)—from legacy to VTEX with in-store pick-and-pack and real-time inventory.
- Established VML as a leading North American VTEX systems integrator, owning partner strategy, sales, and delivery.

Corebiz (VTEX systems integrator) | Rochester, MI

Jan 2024 – Jan 2026

Chief Evangelist (concurrent honorary appointment)

- Grew Corebiz's North American footprint and led its integration into VML, expanding joint commerce delivery capacity.

LegalShield | Ada, OK

Nov 2016 – Feb 2017

SVP, Chief Product Officer

- **14 products launched in 18 months**, from mobile apps to net-new brands; owned product strategy, delivery, and go-to-market as coach to a high-performing product organization.

LegalShield | Ada, OK

Nov 2014 – Nov 2016

SVP, Chief Digital Officer

- **100% increase in online conversions and 20% lower cost per acquisition** within six months, after re-platforming all web properties and migrating to mobile.
- **10x sales growth (300 → 3,000 / month)**: created and launched IDShield, a new identity-theft protection product.

Publicis.Sapient (Razorfish / SapientNitro) | Detroit, MI

Feb 2014 – Nov 2014

VP, Client Partner

- Delivered Ford's first owner mobile app connected to a vehicle; repaired the Lincoln relationship and led the Fiat Chrysler account for the new metro-Detroit office.

TBWA\Worldwide | New York, NY

Jun 2013 – Dec 2013

Global Executive Director, Digital

- Won Nissan's first multi-holding-company engagement, defining global digital and social strategy across Omnicom agencies.

Autoweek | Detroit, MI

Feb 2011 – Jun 2013

Digital Strategy Director

- Transformed a print publisher into a digital-first business, standing up its first digital strategy, analytics, technology, social, and project-management functions.

EARLIER CAREER

MRM Worldwide — SVP, Director of Web Analytics (2010–2011): led global GM analytics team across Detroit, London, Dubai, and Germany.

Carmichael Lynch — Group Director, Digital Strategy (2008–2010): digital strategy lead for Subaru of America and agency new-business.

Organic — Group Director, Strategy (2006–2008): built Chrysler's marketing-intelligence practice; led a team of 15.

JWT — Partner, Director of Web Analytics (2001–2006): built the consumer-analytics practice for Ford Motor Company.

U.S. Army — Specialist (1991–1995): honorable service.

EDUCATION

University of Phoenix — eBusiness

Baker College — Business & Corporate Services

University of Maryland, Baltimore County — Mechanical Engineering