Joe Rozsa

VP of eCommerce at Resignation Media

Joe.Rozsa@launchcommerce.com

Summary

I have over 17 years of eCommerce executive leadership experience focused on strategic planning, organizational management, data architecture, project management and program management. I have led some of the largest and coolest eCommerce implementations in the world, including at Harley-Davidson, DSW, Caterpillar, and Campmor, as well as leading the eCommerce company of theChive.com. Because of my passion and experience in eCommerce - including merchandising, product data, analytics, marketing and operations, I offer my expertise in eCommerce management and best practices, specifically around platforms such as IBM Websphere Commerce, ATG / Oracle, Magento, DemandWare and SAP Hybris, as well as Shopify, BigCommerce, and more. The experience of being an independent consultant for many years working with high profile brands and clients has given me the business acumen and eCommerce leadership experience to know what is successful in the world of eCommerce, so that I can make intelligent recommendations about strategy, organization structure, technology, operations, merchandising, and marketing, as well as vendor management, budgeting and timelines. My passion for the industry allows me to stay on top of trends and topics to remain on the cutting edge of what is coming. Organizations find value in my eCommerce experience to help deliver a solution that meets their objectives, implementing a strategy ideal for their company. They appreciate my dedication and passion in leading the implementation of their project, while working to make them more successful by being smarter and more innovative than their competitors. Specialties: eCommerce Solution Delivery, eCommerce Strategy, Project Management, Site Search, eCommerce Analytics, Data Architecture, Search Engine Optimization, eCommerce Strategic Consulting, User Experience, Conversion Optimization, Agile Project Management, eCommerce Program Management

Experience

VP of eCommerce at   Resignation Media

August 2014 - Present (9 months)

VP of eCommerce for Resignation Media, parent company for TheChive.com, TheChivery.com, and BuyMeBrunch.com. Created eCommerce organization centering around core teams for production, marketing, merchandising, user experience, operations and customer experience departments, implementing processes to make operation more efficient and cost effective.   Negotiated deals to change fulfillment centers, resulting in better SLAs for customers and lower pricing for our business, saving over $2.5 million in fulfillment and carrier costs alone, and also to move production and printing to save an additional $1m+ per year.   Working with Shopify to try to make small business software more of an enterprise platform, and negotiated deals to bring in SearchSpring site search, Bazaarvoice R&R and Curations, and Invodo in video purchasing to enhance and contribute to ecommerce revenue growth.

Director of eCommerce Solution Delivery at   Perficient

July 2013 - August 2014 (1 year 2 months)

   As a solution delivery director at Perficient, I am responsible for planning eCommerce strategy for a large
   manufacturer that is selling direct to consumer through a large global dealer distribution network. As an
   IBM Commerce subject matter expert, I am able to advise on best practices to implement functionality to
   meet business objectives based on the product functionality and the unique global business requirements.
   In addition to working directly with clients, I also am active on the pre-sales front by meeting with and
   listening to potential clients to understand their objectives and goals, and to determine how we can help them
   meet those goals. My broad leadership background and experience helps me to be able to speak intelligently
   across a number of ecommerce related topics, so I am able to relate well to potential customers and the issues
   and challenges that they face on a day to day basis.   I also am responsible for preparing and delivering
   responses to RFQ's and RFP's, and to negotiate final contracts and statements of work to deliver on the
   promises that we make to help our clients succeed.

Vice President of eCommerce at   Launch Commerce / KaLor Technology

January 2004 - August 2014 (10 years 8 months)

   Launch Commerce, formerly known as KaLor Technology, is a consulting company that I founded to
   independently provide eCommerce leadership, expertise, and experience to clients engaged in large scale
   eCommerce projects. Having led several enterprise eCommerce initiatives for a few of the world's top
   brands, including the Harley-Davidson.com/store IBM Commerce site, there is not much in ecommerce
   that I haven't seen or done. My technical background and business leadership experience allows me to
   be a successful eCommerce organizational leader from both a business and technical perspective.   With
   specialized expertise in several large start-up ecommerce programs, including planning, estimating, platform
   and vendor evaluation, scope definition, program management, business analysis, and solution architecture,
   I have helped some of the largest companies in the world deliver a first class eCommerce solution and
   conduct business online.   My mobile and social commerce expertise positions clients for long term success,
   and my expertise with analytics, merchandising, user experience and conversion optimization ensures
   that roadblocks are removed and that site visits convert at the highest value possible. My background in
   ecommerce marketing, such as search engine optimization, paid search and shopping engines, helps position
   companies for success by ensuring the most SEO friendly architecture possible, with one example being the
   URLs I designed for the Harley-Davidson.com/store site, which was a significant accomplishment for an
   IBM WebSphere Commerce site and is something I've been working closely with IBM to help them improve
   the product in this regard as well.   I provide project leadership and a true strategic partnership with clients
   that only years of ecommerce experience can deliver, managing both business users and technical teams,
   building trusting relationships with clients who are proud to offer a glowing reference of my work.
   4 recommendations available upon request

Director of Project Management / E-Commerce - Consumer Products and Retail at   Rosetta

May 2008 - September 2009 (1 year 5 months)

Led the successful delivery of the new Campmor.com e-commerce site, which is a completely new site built
on IBM WebSphere Commerce 6.0, upgrading from the old WCS 5.6 site.   I led an outstanding group of
Rosetta technical staff as the project manager and delivery executive, and coordinated all of the work done
by the Rosetta technical staff as well as work for the Campmor business and technical teams.   My role as
Director of E-Commerce was as the project manager and the delivery manager, directing all aspects of the
SDLC for new e-commerce site development. I was responsible for building and staffing the technical team,
planning and orchestrating the tasks of the project, and also providing strategic e-commerce business advice
to clients while incorporating that strategy into the requirements for the e-commerce site we were building.
I was responsible for client P&L, and as such owned the project plan for each client project, prioritizing tasks
and assigning the tasks to resources on the technical team, while managing the technical team to complete
the work. From initial requirements gathering to project management to build & release management, I
had the opportunity to lead several different groups working together toward a single high quality finished
product. I am thrilled to have had the opportunity to work with such terrific technical teams to accomplish
all that we did and still work with several individuals from Rosetta through KaLor Technology now because
of the great people that I've worked with in this position.

4 recommendations available upon request

IT Manager at   Nationwide Insurance

April 2006 - January 2008 (1 year 10 months)

I managed a terrific group of six project managers, establishing consistent best practices and process
improvements for the team in an effort to improve service to business partners as well as save money for
the organization. A major improvement was molding Nationwide's inefficient Enterprise Solution Delivery
methodology to make sense for managing the specific projects typically handled by our department, allowing
us to deliver projects faster and at a higher rate of quality than was present before taking the position.
I simultaneously managed a group of five systems analysts that were responsible for defining business
requirements for property insurance rate adjustment projects, and we worked to greatly improve the business
requirements gathering processes.

2 recommendations available upon request

Project Manager / Solutions Architect at   Optimum Technology

September 2004 - April 2006 (1 year 8 months)

Managed OHLEG Search Engine development from inception to awesome delivery. Still quite possible
the coolest software application I've ever been involved in building professionally, just because of the
importance and impact on the world that it has made. Every law enforcement officer I've spoken to in the
last few years has raved about this tool that a very small group of us (maybe 4 people?) built from scratch,
thanks to some absolutely incredible .NET gurus running the technical aspects. Only project I've every been
a part of where I've had a user tell me that software I was a part of building likely saved their life. I still love
e-commerce better, but this was a great experience working with some great people (Robert, Dave, Bryce,
etc.)

Web Manager at Ohio Tuition Trust Authority

July 2001 - October 2004 (3 years 4 months)

  Managed CollegeAdvantage.com from concept to launch, including all web application development,
  search strategy / SEO aspects, and web analytics.   Architected the award winning site among national
  college savings programs according to Money magazine. Also won awards for best practices as well as site
  usability, while dominating the search engines with top listings for extremely competitive industry keywords.

Senior Web Developer at Ohio Department of Insurance

April 1999 - August 2001 (2 years 5 months)

  Developed OhioInsurance.gov, the site for the Ohio Department of Insurance. Handled search friendly
  architecture, and managed visitor analytics and web marketing for agency as well as lead developer /
  architect in site redesign to a more visitor friendly site with improved usability.

Consultant at Paros Business Partners

1997 - 2000 (3 years)

Projects

Harley-Davidson eCommerce Store

February 2010 to August 2013

Members:Joe Rozsa, Sudhanshu Mathur, Bhaskar Bhattacharya, Kunal Teckchandani, Amalraj 'Jimmy'
 Somarajan, Chad Winterfield, Marco Nicolini, Anjali Raveendranath

  Lead overall delivery of ecommerce start-up program from scratch, including business model planning
  and organizational strategy definition, from business analysis and technical team leadership to complete
  implementation and launch of an IBM WebSphere Commerce version 7 Feature Pack 3 store. Designed and
  incorporated highly customized functionality to allow nearly 700 individually owned U.S. based dealerships
  as merchants of record for ecommerce transactions, and lead international team on the analysis, design,
  development and implementation of a highly complex and customized end to end ecommerce system.
  Responsibilities: •   Defined business and operational models for start-up ecommerce line of business •
  Selected technical platform and created initial high level scope document needed for project approval •
  Lead vendor selection and business partner process for all aspects of potential requirements •   Created high
  level project plans based on monthly sprint plans in an Agile / Waterfall hybrid project •   Worked closely
  with business team to recommend requirements based on ecommerce best practices •   Managed team of
  business analysts to document requirements and to create functional Axure prototype •   Integrated a team of
  QA experts and empowered business users to reduce and improve defect remediation early and regularly in
  the development process •   Managed technical team of in-house and contractor architects, developers, and
  designers, both U.S. based and offshore, to implement the requirements as needed •   Worked with business
  on negotiate scope during periods of requirements conflict management •   Provided technical leadership
  with regular progress updates, budget trending / burn rates, and issues / risk mitigation reports •   Managed
  scope per funding source and business unit, separating out enhancements and change requests

Harley-Davidson.com/store

February 2010 to August 2013

Members:Joe Rozsa, Marco Nicolini, Bhaskar Bhattacharya, Sudhanshu Mathur, Kunal Teckchandani, Amalraj
 'Jimmy' Somarajan, Chad Winterfield, Anjali Raveendranath, Sujai Shriram

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Skills & Expertise

E-commerce
Agile Project Management
Program Management
IBM Websphere Commerce
Business Analysis
SEO
Start-ups
Strategic Planning
User Experience
E-commerce Optimization
Websphere
E-commerce Consulting
Scene7
Business Strategy
Social Media Marketing
Project Planning
Mobile Applications
Test Planning
Coremetrics Analytics
Solution Architecture
Vendor Management
Multi-channel Retail
Technical Leadership
Team Leadership
Solution Development
E-commerce SEO
Data Analysis
Axure
Quality Center
Global E-commerce
Offshore Management
Operations Management
Data Mapping
Information Architecture
Master Data Management
Start-up Consulting
Strategic Leadership
Cross-functional Team Leadership

Business Process
Technology Evaluation
Visio
Android
Data Architecture
Solution Delivery
SAP MDM
Vertex
Merchandising
Data Transformation
Android Development
Web Analytics

Education

Penn State University
MS, Organizational Leadership, 2008 - 2009

Miami University
Management Information Systems, 1993 - 1997

Honors and Awards

Regular speaker at eCommerce & technology conferences, and providing e-commerce & search strategy training to businesses and individuals

Interests

eCommerce Strategy, eCommerce Consulting, Conversion Optimization, Business Optimization, Business Process Improvements, Business Turnaround, Program Management, eCommerce Leadership

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Linked in.

10 people have recommended Joe

"Joe was hired to PM an eCommerce system rewrite from a legacy product onto WebSphere Commerce. Throughout that experience Joe was able to help us conceptualize and organize the large building blocks of effort which required estimation, prioritization, and sequencing. Not only was Joe able to help us with the details to go from very broad to iteration sized chunks of effort, but he also helped with highly technical implementation details. In some cases Joe worked very closely with our product vendor to get them to expose new features for us to meet our complex requirements. In many other cases, he worked very closely with the implementation team to overcome issues in the best way possible for the project. A few things any project would surely see from Joe: strong experience, dedication, and perseverance. After working closely with Joe for several years, I would be happy to have the opportunity to work with him again."

— **Mark Duvernell***, Solution Design Lead, Sr., Harley-Davidson Motor Company*, reported to Joe at KaLor Technology

"The environment at H-D for implementing an entirely new e-commerce system was chaotic and challenging. A new business unit, new architecture, new business model provided significant hurdles. Joe's systematic and methodical approach, Agile and e-commerce background, and leadership kept delivering value amidst a frequently moving business environment. I look forward to future collaborations with Joe."

— **Randall Gorsuch, MBA***, Business Systems Analyst - Ecommerce, Harley-Davidson Motor Company*, worked indirectly for Joe at KaLor Technology

"I found Joe through a web search and his name came up first, so I knew he could help me with search results. I gave him a task that turned out to be more involved that originally anticipated but to his credit he still preformed at his agreed bid price and put out a very professional website. Even the follow up involved was priced very fairly. He designed 2 sites and is someone I would recommed. i plan to use him for future SEO work."

— **Armond Herbst**, was Joe's client

"Joe created a microsite (FloridaFlyAway.com) for a Blue Jackets promotion with Fox Sports Ohio. The site looked great and worked like a charm. It was able to handle the heavy volume that was produced from over

10,000 contest entries along the way. We look forward to doing a similar promotion next season and will be using Joe for the site creation again."

— **Mike Kerrigan**, was Joe's client

"Joe is a mentor who is able to administer and shepherd the internal workings of a project team as well as balance the overall objectives, milestones and goals of a project. His client service skills are at the highest standard and, as being a client advocate, Joe does not lose sight of the strategic objective at hand and is steadfast under pressure. He is not afraid to fight for what he believes in and in doing so always earns the respect of his team."

— **Jessica Fretthold**, *Senior Business Consulant, Rosetta*, reported to Joe at Rosetta

"Joe is a detail oriented manager who can take charge of challenging situations and drive to a solution. He quickly understands complex technology and does not allow the complexity to cloud what needs to be done. He has excellent account management skills and is comfortable working with senior executives at the CEO and CTO levels."

— **Doug Denton**, *Associate Partner, Rosetta*, managed Joe at Rosetta

"Joe is a talented project manager that knows how to manage a project efficiently. His project management skills are a key to the overall project success . He is able to efficiently manage concurrent processes and lead them to completion. Looking forward to work with Joe again."

— **Goutham Suryadevara**, *Technical Associate at Rosetta, IT*, reported to Joe at Rosetta

"Joe Rozsa is a talented project leader with excellent project management skills and e commerce business knowledge. Joe keeps a "cool head" and leads the team to success when the pressure is on. I enjoy working with Joe and hope to work with him on more projects."

— **Francis Booth**, *Director, Technical Architect, Rosetta (formerly Brulant, Inc.)*, worked directly with Joe at Rosetta

"As a Project Manager, I reported to Joe at Nationwide Insurance. As a manager, Joe's leadership skills were reflected in his ability to give free rein and pull in the reins as needed. Joe is a great addition to the management team and willing to go the distance to achieve results. He is a professional and an expert in his field. I would not hesitate to work for Joe again."

— **Dave Fischer, PMP**, *Project Manager, Nationwide Insurance*, reported to Joe at Nationwide Insurance

"Joe is a good manager and knows when to be "hands off" and when to apply his managerial skills to assist. He has a pleasant personality and is not overbearing in his management style. Overall I enjoyed working for Joe and would not hesitate to work with him again if the situation arose."

— **Richard Linek, MPM, SCPM**, *Project Manager, Nationwide Insurance*, reported to Joe at Nationwide Insurance

Contact Joe on LinkedIn