



WENDY WOODARD

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ENTERPRISE E-COMMERCE STRATEGY

Strategic and hands-on digital commerce leader with 8+ years experience driving growth, operational efficiency, and customer experience excellence for global brands; 20+ years in brand strategy and digital marketing. Proven track record guiding end-to-end eCommerce transformations—from strategy and platform design to post-launch optimization—across B2C, B2B, and DTC models. Combines commercial acumen with technical fluency to align digital initiatives with measurable business outcomes. Trusted advisor to executives and cross-functional teams, known for converting complex challenges into scalable, data-driven solutions that enhance revenue, retention, and customer satisfaction.

CORE COMPETENCIES

eCommerce Strategy • Digital Transformation • CX Optimization & Personalization • Conversion Rate Improvement • Analytics & Insights • Technical Discovery • Project & Program Leadership • Omnichannel Operations • PIM/ERP/OMS/WMS/BI/CRM Integrations • Stakeholder Engagement • Business Process Optimization • Scalable Solution Frameworks • Team & Implementation Leadership • AI-Driven Solutions

PROFESSIONAL EXPERIENCE

Principal Client Success Manager - ESW (eShopWorld)

Global eCommerce Enablement Platform | Remote | Jul 2024 – Jul 2025

- Owned and optimized a \$40M+ global enterprise client portfolio, providing strategic direction on cross-border digital commerce and growth acceleration for luxury and enterprise brands.
- Advise C-suite executives on CX optimization, checkout conversion, and localized market entry strategies, resulting in 18% YoY sales uplift across managed accounts.
- Partner cross-functionally with solutions engineers, UX, and analytics teams to design and execute data-driven initiatives enhancing AOV and customer retention.

- Championed analytics-driven approaches to site performance and conversion optimization, delivering measurable improvements in UX engagement and checkout efficiency.
- Facilitated executive-level business reviews and strategic planning sessions to identify expansion opportunities within existing accounts.

Director of Solutions Engineering | Scalefast (acquired by ESW)

Enterprise eCommerce SaaS Platform | Remote | Sept 2021 – Jul 2024

- Developed and directed solution strategy for a pipeline exceeding \$200M in potential revenue; guided brands through eCommerce architecture design and platform migration.
- Collaborated with Sales, PMO, and Product and Engineering Teams to craft solution proposals integrating ERP, OMS, WMS, PIM, Data, and other systems with commerce platforms (Shopify Plus, Salesforce Commerce Cloud, Magento, and more), custom storefronts, and international checkout solutions, ensuring rapid scalability and ROI.
- Served as a trusted advisor to global clients, simplifying technical trade-offs into clear strategic decisions that drove alignment and stakeholder buy-in.
- Conducted technical discovery and solution design sessions, mapping enterprise systems and composable frameworks with APIs and data orchestration to support order flows, returns, fraud prevention, and customer communications.
- Partnered cross-functionally with Sales, Product, and Engineering to align client requirements with platform roadmaps, influencing SaaS product evolution.
- Reduced client onboarding time by 30% through creation of reusable integration templates and standardized frameworks.
- Delivered high-impact demos, proofs-of-concept, and architecture documentation to help enterprise buyers visualize transformation.

Director of Platform / Head of Product | Jamiak

Direct-to-Consumer CPG Brand | Hybrid | Feb 2019 - Sept 2021

- Architected the end-to-end customer journey across content, conversion, fulfillment, customer service, and retention.
- Integrated ERP, CRM, logistics, marketing automation, and review systems to create a unified data-driven view of the customer.
- Directed global cross-functional teams on platform configurations, OMS/ERP/WMS integrations, and lifecycle marketing logic.
- Built scalable frameworks for product catalog expansion (72 SKUs in 5 months, driving \$1.5M+ incremental revenue).

- Improved CX and operational efficiencies, reducing refund rates from 7%+ to under 2% across catalog within 2 months.

TECHNOLOGY AND TOOL EXAMPLES

- **Ecommerce Platforms:** Shopify/Shopify Plus, Salesforce Commerce Cloud, Magento, custom/other
- **OMS/WMS/ERP:** NetSuite, Odoo, SAP, Oracle, Custom OMS & WMS Integrations
- **Data & BI Tools:** Looker, Google Analytics, AWS Quicksight
- **Integration & Middleware:** APIs, Webhooks, Event-Driven Systems, Custom Middleware
- **Project Tools:** Jira, Confluence, Asana, Slack, GitHub
- **CRM & Marketing:** Salesforce, HubSpot, Klaviyo, Mailchimp

EDUCATION & CERTIFICATIONS

- PMP - Certified Project Management Professional | Project Management Institute (PMI.org) ; In-Progress, Certification Expected 2025
- B.S., Biology | Arizona State University | Tempe, AZ

HUMAN EXPERIENCE

Trusted advisor, strategist, and problem-solver ; equal parts business consultant and technical engineer. Advocate for human-centered design in pre- and post-purchase CX. Health & wellness advocate, motorcycle enthusiast, and former front-woman of a punk rock band — equally at ease leading a workshop or a revolution.