RICH WILSON

Chief Product Officer | SVP Product Design & Development | SaaS Product Leader

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📍 Raliegh, NC

EXPERIENCE

Chief Product Officer
1 Commerce
📅 07/2024 - Present   📍 null

Lead Product Design and Development teams (20–30 ppl) at a logistics and e-commerce software company that offers:

- AL/MI-driven logistics solutions (WMS/IMS, Fulfillment), e-commerce solutions, (OMS, PIM), Marketplace Integrations (Amazon, Walmart, Target, EBay, TikTok + 40 others), and end-to-end analytics and predictive modeling for the complete lifecycle of products, orders, and inventory.

SVP Product Design & Development
Tradefull
📅 01/2023 - 07/2024   📍 United States

End-to-end e-commerce software
- Led design and delivery of software that generated ~$180m in annual GMV.
- Designed AI-enabled features for a conversational data experience.
- Led design and delivery of Returns Management MVP in 2 weeks.
- Led re-organization from purely engineering to product-led SDLC.
- Build support features that contained churn to <7% annually.

Head of Product & User Experience
Tradefull
📅 07/2022 - 01/2023   📍 United States

End-to-end e-commerce software
- Designed a mobile 1st e-commerce solution.
- Built UX/UI team to re-orient towards product design/dev.
- Re-design web-app that had 2,000 subscribers, producing $45m.

Chief Product Officer
Fiberify, Inc.
📅 06/2019 - 07/2022   📍 Raleigh, North Carolina, United States

Field services/Workforce Mgmt SaaS product for the Telecom industry
- Led design and delivery of software that generated $15m SaaS annually.
- Designed and developed roadmap for emerging market Telco product.
- Defined market opportunity for double-side marketplace SaaS product.

Chief Executive Officer
Tresbu Digital
📅 02/2019 - 07/2022   📍 Greater San Diego Area

Digital Transformation Consulting Services
- Built product development services across international teams in the US, India, Argentina, Ukraine, the UK, and Singapore, including full-stack app development, low code app development, UX/UI design and development, and digital strategy.
- Define and implement strategy, build teams, lead product development and service delivery teams on large and medium scale projects ranging from low code app development (Mendix), to UX/UI design & development, to digital media strategy, design, and implementation.
- Created identity/branding for new SaaS telecom product launched into rural broadband markets.
- Customers Include: McAfee, Royal Caribbean Cruises, Privafy, Continuing Medical Education (CME), NVIDIA, Cisco, UC Berkley, and others.
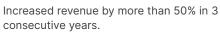
SUMMARY

Product design and development professional with over 15 years of experience in managing product teams. Expert in UX/UI design and digital strategy. Key achievements include leading the design and delivery of software generating nearly $200 million in annual revenue and improving conversion rates by 150% year-over-year. With a proven track record in managing large, diverse, and distributed teams and implementing AI-enabled features, I am prepared to drive successful, data-driven product strategies.

Key projects include working with Fortune 1000 clients McAfee, Royal Caribbean Cruises, Geodis, Cisco, H&R Block, and others.

KEY ACHIEVEMENTS

✚ Revenue Growth Champion
Increased revenue by more than 50% in 3 consecutive years.

◈ Product Management Excellence
Led design and development of a suite of integrated applications in a seamless experience that processed nearly $200m in annual revenue.

✔ Conversion Rate Improvement
Improved conversion rates by 150% YOY.

⚙ Efficiency Improvement Leader
Reduced project delivery time by ~25%.

CERTIFICATION

Nielsen Norman Group UX Certificate, UXC
Nielsen Norman Group

SELECT PROJECTS

United Nations - CMS Donations App
📅 03/2020 - 07/2020   📍 San Diego, CA

Built a SaaS CMS platform for **United Nations** in partnership with **Facebook** and **Playing for Change**
- Enable scalable multinational content delivery and donation platform for 10m users in 178 countries.

EXPERIENCE

Chief Operating Officer

Tresbu Technologies

📅 12/2017 - 02/2019　📍 Greater San Diego Area

Company Description

- Developed North America Go-to-Market plan, defining market positioning, competitive landscape, and constructing necessary teams, roles, and responsibilities to launch
- Managed teams of 40–75 members, designing new service offerings and overseeing efforts to deliver digital transformation initiatives to SMB and mid-market clients

Founder, Contributor | Technology & Entertainment Brand Consultant

VeepStack

📅 05/2009 - 01/2019　📍 Greater San Diego Area

Founded creative agency + product engineering company that delivers innovation and experiences in response to contacts seeking product design, development, UX design, UI design, product marketing, and branding services.

- Earned and served clients such as H&R Block, Geodis, Playing for Change, Dr. Bronner's, and WD-40. Created and developed experiences, print and digital collateral, marketing campaigns, ad campaigns, written copy, and short/long form videos.
- Conducted focused UX audit(s) that identified user confusion and experience fail points resulting in loss of revenue. Re-designed UX for high stakes page experiences, re-wrote micro-copy, and streamlined interactions, including checkout experience that resulted in a conversion increase of over 1200%.
- Wrote, directed, produced, and co-edited digital video series that garnered over 6M YouTube and Facebook views.

Management Consultant

Tresbu Technologies Pvt. Ltd

📅 11/2016 - 12/2017　📍 Greater San Diego Area

Company Description

- Originally hired as a consultant to help define strategy, messaging, and GTM plan for launching a new Digital Transformation services organization.
- Researched and defined market opportunity for early to mid-stage companies in need of outsourced engineering services.
- Worked closely with the CEO and cross-functional teams to add new services, most critically, the digitization of processes and workflows that enable companies to accelerate growth through productivity and efficiency gains.
- Added new products and services, leading to revenue growth.

Chief Executive Officer

Bodhtree Solutions, Inc.

📅 09/2010 - 04/2013　📍 San Francisco Bay Area

Managing Partner, Producer, Executive Producer

Apostrophe Films, Dusted Productions, Top Secret Productions

📅 12/2002 - 05/2010　📍 San Diego, CA

EDUCATION

BA, English, Economics

University of North Carolina at Charlotte

SELECT PROJECTS

Royal Caribbean - Smart Ship App

📅 02/2019 - 10/2022　📍 Raleigh, NC

Built DevOps and Guest Experience apps for **Royal Caribbean Cruises**

- Reduced onboarding spend by ~18%, reduced delivery pipeline cycle times by >25%, and helped improve guest and employee experience.

Geodis - Logistics Marketing Automation

📅 02/2021 - 11/2021　📍 Raleigh, NC

Designed and built marketing automation platform for Fortune 500 logistics provider, **Geodis**.

- Automated content management, lead generation, lead nurturing, and marketing analytics into a single integrated experience.

MORE

LinkedIn

https://www.linkedin.com/in/crichw/

Portfolio

www.crichw.com