RICH WILSON

SVP Product Design & Development | SaaS Innovation | Leadership Excellence

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Portfolio: www.crichw.com

EXPERIENCE

Chief Product Officer

1 Commerce

Led and inspired Product Design & 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

End-to-end e-commerce software company

- Led design and delivery of software that generated ~\$180m in annual GMV.
- Designed and guided Al-enabled features for a conversational experience.
- · Led design and delivery of Returns Management MVP in 2 weeks.
- Transformed organization from purely engineering to product-led SDLC.
- Built support features that contained churn to <7% annually.

Head of Product Design & User Experience

Tradefull

= 07/2022 - 01/2023

Raleigh, United States

End-to-end e-commerce software company

- Designed and built a native mobile 1st e-commerce storefront solution.
- Developed product roadmap from prototype, to MVP, to full-feature
- Built UX/UI team and influenced execs towards product design/dev.
- Re-design web-app that had 2,000 subscribers, producing \$45m in
- Defined metric standards and improved NPS from 34 to 51 in >12 months.

Chief Product Officer

Fiberify, Inc.

Field services/Workforce Mgmt SaaS product for the Telecom industry

- Led design and delivery of software that generates \$15m annually.
- Defined and built roadmap for emerging market Telco product.
- Defined market opportunity for double-side marketplace SaaS product.

Senior Director, Product Design

Fiberify

Field services/Workforce Mgmt SaaS product for the Telecom industry

- · Led complete re-design of field services software.
- Improved user experience which led to reduced churn (<4%).
- Increased time in app by 130+%.
- Improved CSAT score from 3.3 to 4.3 in 6 months.

SUMMARY

Extremely driven Product Design & Development professional with over 15 years of experience in managing product teams. Recognized 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-overyear. With a proven track record in managing large, diverse, and distributed teams and implementing Al-enabled features, thriving in defining and implementing 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



Product-Led 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

Realized 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

Designed and built a SaaS CMS platform for United Nations in partnership with Facebook and Playing for Change

· Enabled scalable multinational content delivery and donation platform for 10m users in 178 countries.

EXPERIENCE

Chief Executive Officer

Tresbu Digital

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 & Development, and digital strategy.
- Defined and implemented strategy, built teams, led 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, 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.

Founder, Contributor | Technology & Entertainment Brand Consultant

VeepStack

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

A modern product engineering outsourcing firm

- 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.
- Established product engineering design and development team, systems and processes.
- 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.

EDUCATION

BA, English Literature, Minor - Economics

University of North Carolina at Charlotte

SELECT PROJECTS

Royal Caribbean - Smart Ship App

Designed and 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

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