

EDWARD MERRIMAN MEDIA KIT

Investor | Operator | eCommerce Roll-Up Architect

1. COVER HEADER (HERO SECTION)

Edward Merriman
General Partner, Bridgefund Capital

Tagline Options (pick one):

- *Building, Scaling, and Exiting Digital Assets at Scale*
- *Architecting the Next Generation of eCommerce Growth Platforms*
- *From Operator to Investor: Scaling Brands, Capital, and Opportunity*

Quick Positioning Statement:

Edward Merriman is a seasoned business executive, investor, and operator with nearly three decades of experience leading growth, transformation, and acquisition strategies across eCommerce, SaaS, and enterprise consulting. He is the General Partner of Bridgefund Capital, where he leads investments in high-growth digital businesses.

2. PROFESSIONAL BIO (SHORT + LONG)

Short Bio (Website / Podcast Intro)

Edward Merriman is a private equity investor and eCommerce operator with 25+ years of experience scaling businesses and leading enterprise transformation initiatives. As General Partner of Bridgefund Capital, he focuses on acquiring and growing digital-first businesses, with a

specialization in Shopify-based brands, affiliate-driven customer acquisition, and operational optimization.

Long Bio (Media / Speaking / Investor Use)

Edward Merriman is a veteran executive, investor, and entrepreneur with a track record of building and scaling high-growth businesses across eCommerce, SaaS, and digital marketing.

Over his career, Edward has held senior leadership roles within Fortune 50 technology organizations, Big 4 consulting environments, and global systems integrators, where he led large-scale transformation initiatives and managed P&L portfolios exceeding \$200M.

In 2024, Edward founded Bridgefund Capital, a private investment firm focused on acquiring and scaling eCommerce and digital media businesses. Under his leadership, the firm has executed multiple acquisitions, including:

- **Brand Box (2024) – A Shopify-focused eCommerce enablement platform**
- **Whatever’s Fine Inc. (2025) – A digital asset and marketing platform portfolio**

Edward is also the driving force behind a broader roll-up strategy designed to centralize operations, optimize marketing efficiency, and scale revenue across a portfolio of digital brands.

He is known for his expertise in:

- **eCommerce growth and monetization**
- **Affiliate and performance marketing systems**
- **Acquisition structuring and deal execution**

- Financial modeling and capital strategy
-

3. KEY HIGHLIGHTS / CREDENTIALS

- 25+ years of executive leadership experience
 - Led P&L portfolios exceeding \$200M+
 - Founder & General Partner of Bridgefund Capital
 - Acquired and scaled multiple digital businesses
 - Built high-ticket eCommerce and coaching ecosystems
 - Expertise in Shopify, affiliate marketing, and customer acquisition
 - Structured complex deals including SBA, seller financing, and private credit
-

4. SIGNATURE PROJECTS / COMPANIES

Bridgefund Capital (2024 – Present)

Private investment firm focused on acquiring and scaling eCommerce businesses and digital assets.

Brand Box (Acquired 2024)

Shopify-based eCommerce platform offering DFY (Done For You) and DWY (Done With You) store solutions.

Whatever's Fine Inc. (Acquired 2025)

Digital media and marketing portfolio including multiple online brands and funnels.

Redeye Ecommerce (Platform Vision)

Roll-up platform centralizing operations across acquired Shopify brands to drive margin expansion and scale.

5. AREAS OF EXPERTISE

- **eCommerce Roll-Ups & Aggregation**
 - **Shopify Ecosystems & Store Development**
 - **Affiliate Marketing & Lead Generation**
 - **High-Ticket Sales Funnels**
 - **Private Equity & Capital Structuring**
 - **Operational Scaling & Automation**
 - **AI-Driven Business Systems**
-

6. SPEAKING TOPICS

- **“How to Build and Scale an eCommerce Roll-Up Platform”**
- **“From Operator to Investor: Structuring Your First Acquisition”**
- **“The Future of Affiliate Marketing and Digital Monetization”**
- **“Scaling Shopify Brands with Systems, Not Guesswork”**

- “How to Prepare Your Business for Exit (Exit Ready™ Framework)”
-

7. MEDIA FEATURES / POSITIONING (PLACEHOLDER – CAN EXPAND)

- Podcast Guest (eCommerce, Private Equity, Growth Strategy)
- Featured in digital business and investment communities
- Contributor to acquisition and operator networks

(We can upgrade this with real placements or position it strategically for authority)

8. SOCIAL + CONTACT

Website: (your domain)

Email: (your preferred contact)

LinkedIn: (profile link)

9. BRAND VOICE (FOR MEDIA USE)

Edward’s voice is:

- Strategic but practical
- Data-driven and execution-focused
- Clear, direct, and operator-minded

- **Focused on outcomes, not theory**
-

10. CALL TO ACTION

Work With Edward Merriman:

- **Investment Opportunities**
- **Strategic Partnerships**
- **Speaking Engagements**
- **eCommerce Advisory**