

# BRETT NONEMAN

E-COMMERCE EXECUTIVE



## PERSONAL PROFILE

Digital strategist and e-commerce executive with more than a decade of experience. Responsible for the successful launch of e-commerce sites for more than a dozen brands in a broad range of industries. Expert in B2B e-commerce, marketing automation, and large scale software development.

## EXPERTISE

- Digital strategy
- B2B and B2C e-commerce
- Digital marketing
- Product development
- Agile software development
- Business analysis

## CONTACT

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## WORK EXPERIENCE

### **Sr. Director, E-Commerce** **US ELECTRICAL SERVICES, INC.**

2016 - PRESENT

- Built e-commerce department from the ground up.
- Launched best-in-industry B2B e-commerce sites for more than a dozen electrical distribution brands in less than 18 months.
- Developed and managed departmental budget in excess of \$2 million annual spend.
- Responsible for all digital marketing and software development.

### **Owner** **PRETTY RAD TECH / UNBROKEN SYSTEMS**

2018 - PRESENT

- Founded Pretty Rad Tech & Unbroken Systems to address the technology needs of small business and non-profit clients.

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## WORK EXPERIENCE

### **Director, Business Consulting**

#### **RAZORFISH**

2013 - 2016

- Business consulting lead for many of the organization's largest clients
- Developed digital strategy and led implementations for international and global clients.
- Led project teams with 30+ resources in large-scale e-commerce, marketing communication, and content management platform implementations.
- Managed a team of six direct reports.

### **E-Commerce Team Lead**

#### **LAWSON PRODUCTS, INC.**

2007 - 2013

- Technical lead of a multi-million dollar B2B e-commerce migration project
- Led a three-person web development team in support of lawsonproducts.com and kent-automotive.com websites.

### **Database Steward**

#### **ASPEN MARKETING SERVICES**

2006 - 2007

- Built custom marketing automation for a \$72 million telecommunications client.
- Automated workflow to process 15 million plus marketing leads each month.

## KEYWORDS

Industries: Electrical, Automotive, Pharmaceutical, Housewares, Industrial, Telecom

Platforms: Magento, Hybris, ATG, Websphere, Salesforce, SAP, Akeneo, Wordpress

Tools: MS SharePoint, JIRA, Confluence, MS Project

Interests: Non-profits, performing arts, small business, animal rights, CrossFit (fitness)