



As the Director of eCommerce at TestEquity, Jeff is responsible for the eCommerce strategy, consolidating technology platforms, and achieving growth targets. Jeff's focus is on building **scalable and automated** systems that create value for customers. He has developed and led **global** teams, yet is comfortable with rolling up the sleeves and digging into a problem. With his Lean background, he takes a **process-oriented** approach at problem solving.

Jeff is **builder at heart**, with the goal to build self-sustaining delivery organizations. The end goal is to work himself out of a job. He has a proven track record of achieving this, enabling him to transition and tackle new challenges.

Jeff has built **E-commerce Platforms**, IT helpdesks & supply chains, sales channels, subscription businesses, and other practices all designed to create value for customers. Jeff obeys by two laws when building any business:

1. Customer Experience comes first
 - a. Never compromise the customer experience
 - b. Build solutions with the customer in mind, not sales, finance, etc
2. Automation
 - a. Manual work is the antithesis to sustainable processes
 - b. Automate first, in so much that it does not violate law #1

Jeff is a **data junkie** and genuinely believes in the value of leveraging the past to predict future events. He has led a company through the **transformation** from traditional hardware/perpetual to software/subscription economy.

Jeff subscribes to the “work to live” philosophy and not “live to work”. He strikes a work life balance that enables him to spend quality time with his family and pursue his personal interests. He’s a natural explorer, ultramarathon runner, and outdoor enthusiast.