

JONATHAN SULLIVAN

DIGITAL TRANSFORMATION, ECOMMERCE & CUSTOMER EXPERIENCE EXECUTIVE

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EXECUTIVE PROFILE

Enterprise digital executive with 20+ years of experience leading ecommerce, digital transformation, product management, customer experience, UX, experimentation, AI adoption, and growth organizations across education, healthcare, manufacturing, retail, media, and agency environments.

Currently responsible for digital strategy, customer experience, and ecommerce optimization across five customer-facing retail ecommerce websites influencing more than \$500 million in annual ecommerce revenue. Proven track record scaling global teams, building enterprise capabilities, modernizing digital ecosystems, and driving measurable business outcomes through customer-centric product strategy, personalization, experimentation, and digital innovation.

Recognized for aligning executive stakeholders, marketing, technology, analytics, and operations teams around strategic initiatives that accelerate growth, improve customer engagement, and increase operational efficiency.

CAREER HIGHLIGHTS

- Influence more than \$500M in annual ecommerce revenue across Kaplan North America's digital ecosystem.
- Lead a global organization of 22 digital professionals spanning web strategy, UX, experimentation, ecommerce, content administration, and product management.
- Responsible for digital strategy and customer experience across 5 customer-facing retail ecommerce websites.
- Increased web ecommerce retail revenue 6% year-over-year through experimentation, personalization, digital merchandising, and customer experience optimization.
- Founded Kaplan North America's Web Experimentation & Conversion Optimization Practice.
- Established Kaplan's UX/UI Center of Excellence, creating enterprise design standards and governance.
- Supported more than \$1 billion in annual treatment plan value while increasing online bookings by 70% at Aspen Dental.
- Directed digital transformation, ecommerce, and customer experience strategy for PPG's Architectural Coatings division, a multi-billion-dollar global business, leading a global team of 40+ professionals across North America, EMEA, and APAC.
- Generated more than \$6 million in new business revenue through strategic digital leadership at Weber Shandwick.

CORE COMPETENCIES

Digital Transformation	Conversion Rate Optimization (CRO)	Executive Stakeholder Management
Ecommerce Strategy	Experimentation & Personalization	Organizational Change Management
Customer Experience (CX)	AI Strategy & Adoption	Global Team Leadership
Digital Product Management	Omnichannel Commerce	Digital Governance
User Experience (UX) Leadership	Analytics & Insights	Product Roadmapping

PROFESSIONAL EXPERIENCE

KAPLAN NORTH AMERICA

Chicago, Illinois

Executive Director, Web Engagement & Ecommerce - Web Product Lead

2021 - Present

Lead enterprise digital product, customer experience, ecommerce, experimentation, and web strategy initiatives supporting Kaplan North America's portfolio of educational brands.

- Own digital strategy, customer experience, ecommerce optimization, and web product management for five customer-facing retail ecommerce websites influencing more than \$500 million in annual ecommerce revenue.
- Lead and mentor a multidisciplinary organization of 22 professionals across web strategy, UX design, experimentation, ecommerce, content administration, and digital product management teams located in the United States and India.
- Increased web ecommerce retail revenue 6% year-over-year through customer experience enhancements, experimentation, personalization, digital merchandising, and conversion optimization initiatives.
- Founded and scaled Kaplan North America's Web Experimentation & Conversion Optimization Practice, establishing governance, testing frameworks, measurement standards, and optimization roadmaps.
- Established and oversee Kaplan's UX/UI Center of Excellence, creating enterprise design standards, governance models, and scalable design system adoption.
- Directed enterprise modernization initiatives including Contentful CMS adoption, ecommerce transformation, AI-powered customer experiences, personalization capabilities, and structured content architecture.
- Partner with executive leadership, marketing, technology, analytics, and operations teams to align digital investments with strategic business objectives.

ASPEN DENTAL MANAGEMENT, INC.

Chicago, Illinois

Director, Head of Digital Experience & Ecommerce Strategy

2019 - 2021

Directed enterprise digital experience and commerce strategy across Aspen Dental, Aspen Dental Recruitment, and WellNow healthcare brands.

- Led digital product strategy across web, mobile, and in-office patient experiences serving more than 900 retail healthcare locations.
- Increased online appointment bookings by 70% year-over-year.
- Supported more than \$1 billion in annual treatment plan value through enhanced digital acquisition and scheduling experiences.
- Led enterprise digital transformation initiatives focused on patient acquisition, engagement, retention, and customer experience modernization.
- Partnered with executive leadership to improve digital conversion performance and customer journey optimization across multiple healthcare brands.

PPG INDUSTRIES**Pittsburgh, Pennsylvania***Global Director, Digital Experience & Ecommerce | Digital Business Officer**2017 - 2019*

- Directed global digital business transformation, ecommerce, and customer experience strategy for PPG's Architectural Coatings division, a multi-billion-dollar global business operating across North America, EMEA, and APAC.
- Led a global organization of 40+ digital strategy, product, and customer experience professionals responsible for accelerating digital growth, customer engagement, and operational transformation.
- Directed SAP Hybris implementation and enterprise commerce modernization initiatives.
- Led digital transformation programs spanning customer experience, sales enablement, service delivery, logistics, and operational excellence.
- Established global digital governance, analytics, customer intelligence, and relationship marketing strategies.
- Partnered with business and technology leaders globally to modernize digital capabilities and improve customer engagement.

WEBER SHANDWICK**Chicago, Illinois***Senior Vice President, Digital Strategy & Business Development**2014 - 2016*

Provided executive digital strategy leadership for Fortune 500 and global consumer brands including ALDI, Bank of America, Nestlé, Mars, McCormick, Mondelēz, State Farm, Abbott Nutrition, Essilor, and Avocados From Mexico.

- Led digital business development initiatives contributing to more than \$6 million in new agency revenue.
- Served on the agency's Global Consumer Digital Leadership Team.
- Directed digital transformation, customer engagement, content strategy, and integrated marketing programs for enterprise clients.
- Advised executive stakeholders on digital growth strategies, customer engagement, and emerging technologies.

VALSPAR CORPORATION**Chicago, Illinois***Director, Global Digital Marketing & Ecommerce**2012 - 2014*

- Led global digital marketing and ecommerce initiatives across consumer, retail, social, mobile, and in-store channels.
- Directed the ecommerce launch of the Devine Color brand.
- Increased social media engagement by more than 1,200% annually.
- Developed omnichannel digital strategies supporting customer acquisition, engagement, and brand growth.

STANLEY BLACK & DECKER, INC.**Baltimore, Maryland***Senior Manager, Digital & Ecommerce Marketing**2010 - 2012*

- Led digital strategy for Black & Decker, DEWALT, Stanley, Bostitch, and Porter-Cable brands.
- Increased brand traffic by 25% annually through integrated digital marketing initiatives.
- Achieved 200% annual growth in social media customer acquisition.
- Exceeded annual ecommerce conversion goals through optimization initiatives.

CAREER FOUNDATION

National Aquarium - Manager, Interactive Media Marketing & Ecommerce | Baltimore, Maryland

Maryland Public Television (PBS) - Senior Interactive Producer | Baltimore, Maryland

U.S. News & World Report - New Media Section Producer | Washington, DC

Built foundational expertise in digital media, content strategy, ecommerce, interactive experiences, digital marketing, and online publishing across nationally recognized media, nonprofit, and publishing organizations.

BOARD & ADVISORY LEADERSHIP

Contentful Customer Advisory Board (CAB)2024 - Present

Selected to advise Contentful executive leadership on enterprise content management, digital experience strategy, AI adoption, personalization, content operations, and digital transformation priorities.

TECHNOLOGY & PLATFORMS

Digital Experience & CMS	Contentful, Adobe Experience Manager (AEM), Design Systems, Structured Content Architecture, Enterprise CMS Platforms
Commerce & Product	Salesforce Commerce Cloud (SFCC), Shopify, SAP Hybris, Salesforce Ecosystem, Ecommerce Platforms, Product Management, Product Roadmapping, Digital Merchandising, Conversion Optimization
Analytics & Optimization	Google Analytics 4 (GA4), Adobe Analytics, AB Tasty, UserTesting, Experimentation & Personalization Platforms, A/B Testing
AI & Innovation	Generative AI, AI-Powered Customer Experiences, Personalization, Digital Transformation Technologies

EDUCATION

University of Southern Mississippi
Bachelor of Fine Arts (BFA), Graphic Communications