

David Wertheimer

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EXPERIENCE

Director of Strategy at Alexander Interactive (Nov. 2007–present)

- Built and run the strategy practice at digital agency, representing 15% of billings for both new and retainer clients
- Develop and execute strategic direction for multichannel, ecommerce, retail and corporate engagements
- Generate incremental revenue and strengthen website performance via analytics, research, SEO and multivariate testing
- Manage business analysis and user experience staff; serve as senior leader and mentor of 40-person office
- Provide thought leadership via blogging, publishing, speaking engagements and social media

Examples of client engagements and results

- Ecommerce: grew order volume 92% for Caché in 2008; increased revenue on Steiner Sports 40% in 2009
- Branding: new positioning and differentiation for BizFilings; brand strategy for Kaplan, Envelopes.com and others
- Media: repositioned Internet Retailer Magazine to improve industry status; led final website redesign for Air America

Director, Internet Marketing at Clarins Group USA (Jan. 2005–Nov. 2007)

- Built a thriving digital division of a luxury skincare company, defining its integrated marketing and direct fulfillment
- Launched successful new ecommerce site; led email, display, and search marketing (SEM) campaigns
- Grew ecommerce sales 225% in three years, representing 5% of company's 2008 revenue, up from 1% in 2004
- Ran department P&L, budget forecasts and strategic planning

Owner of User Savvy (Jul. 2003–Jan. 2005)

- Founded a sole-proprietorship digital consultancy offering strategy, usability, and information architecture expertise
- Improved client-to-customer communication through strategic planning, message targeting, and brand positioning
- Completed contract and freelance engagements for clients such as Yahoo! HotJobs, Rodale and DraftFCB

Web Design Director at The Economist Group (Jan. 2000–Jul. 2003)

- Redesigned the Economist.com website, more than doubling site traffic to 12 million pageviews/month
- Defined its online identity through branding, user experience design, advertising and marketing communications
- Hired, trained and managed an international creative team; controlled budget and supervised projects for multiple sites

Manager, Website Design & Development at Nielsen (BPI Communications) (Aug. 1996–Dec. 1999)

- Created websites for Billboard, Adweek, and other publications; hired and supervised staff; designs, wireframes, code

Online Editorial Assistant at Kaplan Test Prep & Admissions (Oct. 1995–Aug. 1996)

- Performed writing, editing and research, including user guides, product demos and acclaimed promotions

PUBLICATIONS & PRESENTATIONS

Public Speaker and Educator with international recognition. Presentations include

- Presenter, Online Retailer Australia: “The ROI of UX” (Sydney, 2010)
- Three-time presenter, Internet Retailer: “Live, on-the-spot redesigns” (Miami and Boston, 2009; Orlando, 2010)
- Presenter, Emap Beauty & the Brand Conference: “Using online to build relationships with consumers” (London, 2006)
- Speaker, the J.H. Cohn Retail and Consumer Products Senior Executives Dinner: “The ROI of UX” (New York, 2009)
- Panelist, Keynote Executive Summit: “The Future of Customer Experience in Retail” (New York, 2006)
- Speaker, WWWAC/CUNY Graduate Resource Center: “Who Needs Information Architecture?” (New York, 2002)
- Instructor, Open-I Media: led classroom and individual lessons in web design and HTML (New York, 1998–2001)

Writer and Editor on business topics including

- Columnist, iMedia Connection (2008), Multichannel Merchant (2009) and Digital Web (2002–2004)
- Author, “Usability: the Site Speaks for Itself” and Technical Editor, “Practical Web Traffic Analysis” (published 2002)
- Author of one of the world's oldest blogs (Ideapad, 1998–present); contributing writer, Boing Boing (2009) and others

EDUCATION

New York University Stern School of Business (New York)

- Master of Business Administration, management/marketing, executive program, Jan. 2005

Franklin & Marshall College (Lancaster, Pa.)

- Bachelor of Arts, English, May 1995; Dean's List