

# ALEXANDER SUPRUN

## Growth, Commerce & Retail Performance Portfolio

VP Growth • VP Digital Commerce • Fractional  
CGO • Commerce Transformation Advisor

## 2026

Revenue growth architect profile for  
CEOs, CROs, CFOs,  
CDOs & PE teams

### I fix profitable growth when CAC is rising and attribution is noisy.

I build a unified commerce engine across paid media, retention, CRO, measurement and MarTech.

I can help launch or scale retail media, marketplace and AI-commerce operations — and turn fragmented execution into lower cost and faster growth.

<b>26+</b> years in growth, acquisition & ecommerce	<b>\$12M–\$45M</b> P&L and portfolio responsibility	<b>31</b> global team members led across NA, EMEA & APAC	<b>66%</b> CPA reduction in 120 days via AI bidding
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# Executive fit for the roles and mandates that matter now

Built for PE-backed DTC and omnichannel brands, retailers who are building retail media or data monetization, commerce-enablement platforms, and cross-border ecommerce businesses.

## Best-fit role clusters

- Executive growth & commerce: VP Growth, VP Digital Commerce, SVP Performance & Commerce, VP Revenue Marketing, Head of Ecommerce Growth, GM Digital Commerce, Chief Digital Officer
- Retail media & marketplace: Head of Retail Media, VP Commerce Media, VP Performance Commerce, Director / VP Marketplace & Retail Media, Head of Omnichannel Media & Measurement
- Fractional & advisory: Fractional Chief Growth Officer, Fractional VP Ecommerce, Operating Advisor, Growth, Advisor, Retail Media & Commerce, Interim VP Growth, PE advisor
- Platform & consulting leadership: VP Solutions Consulting, Commerce, VP Enterprise Growth Strategy, GM Commerce Solutions, Strategic Advisor, Retail Media / Ecommerce, Industry Principal, Commerce

## Company profiles and decision-makers to target

- PE-backed or recently recapitalized DTC / omnichannel brands under pressure to restore efficient growth and protect EBITDA.
- Retailers building retail media, marketplace or first-party data monetization programs.
- Commerce-enablement and MarTech companies selling into retailers and DTC brands.
- Cross-border ecommerce brands that need stronger paid media, retention, analytics and measurement discipline.
- Primary buyer language: CEO, President, COO, CRO, CFO, Chief Digital Officer, Head of Ecommerce, PE Operating Partner, Portfolio Talent Partner, founder after Series B / recapitalization.

## What I fix for leadership teams

- Profitable growth when CAC is rising and attribution is noisy.
- Unified commerce execution across paid media, retention, CRO, measurement and merchandising.
- Retail media, marketplace and AI-commerce operating models that need to launch or scale fast.
- Fragmented MarTech stacks that create cost, data latency and slow execution.

# Selected commercial outcomes

Condensed proof points pulled from the resume and legacy portfolio, repackaged for growth, commerce and retail-media leadership conversations.

Outcome	Context	What this proves
<b>\$1B IPO enablement</b>	<b>Empire Online</b>	Directed acquisition growth that drove a 500% net revenue surge in 90 days and supported the London Stock Exchange IPO / £790M capital raise.
<b>66% CPA reduction</b>	<b>ClondikePPC</b>	Architected an AI-based predictive bidding engine that reduced ecommerce CPA from \$150 to \$50 and lifted ROAS by 67% within 120 days.
<b>\$1.4M annual savings</b>	<b>ClondikePPC</b>	Consolidated a 12-point MarTech stack into a unified data lake, accelerated campaign launches by 58% and improved executive decision speed.
<b>LTV:CAC 3.1:1 → 5.7:1</b>	<b>ClondikePPC</b>	Used unified measurement and growth storytelling to secure an additional \$8M in marketing budget.
<b>150% average ecommerce sales growth</b>	<b>Avesta Media</b>	Scaled 100+ B2C / B2B accounts with \$45M annual spend while lowering blended CPA by 66% within six months.
<b>25% monthly checkout uplift</b>	<b>Avesta Media</b>	Led CRO and merchandising programs that improved conversion for enterprise clients.
<b>\$120K ARR internal SaaS</b>	<b>Avesta Media</b>	Built an in-house PPC automation platform later licensed externally, doubling net search revenue in 6 months.
<b>20% WoW DTC revenue for 12 weeks</b>	<b>ClondikePPC</b>	Set a company record in direct-to-consumer scaling while tripling organic market share via entity-based SEO.

# Case study 1 — Hypergrowth & IPO readiness

## Empire Online | Head of SEM & Acquisition

- Generated a 500% net revenue surge in 90 days.
- Managed a \$25M annual acquisition budget and led 18 cross-functional staff.
- Built the company's first automated bid-management platform and improved portfolio ROAS by 300%.
- Integrated lifecycle analytics and automation to lift retention by 32% YoY.

### Best for mandates such as

- Growth turnaround before financing or exit
- Marketplace / acquisition leadership
- Board-ready revenue storytelling

# Case study 2 — AI bidding, unified measurement & executive-grade growth narrative

## Clondike PPC Online | Director of Digital Marketing (Growth & E-Commerce)

- Owned a \$12M omnichannel marketing P&L across SEO, SEM, Paid Social, email, CRO and automation.
- Led a 31-person global team across NA, EMEA and APAC, lifting quarterly KPI attainment from 71% to 96%.
- Reduced ecommerce CPA by 66% and lifted ROAS by 67% using Vertex AI-driven predictive bidding.
- Saved \$1.4M annually by consolidating MarTech and improved launch speed by 58%.

### What this tells a CEO / CRO / CFO

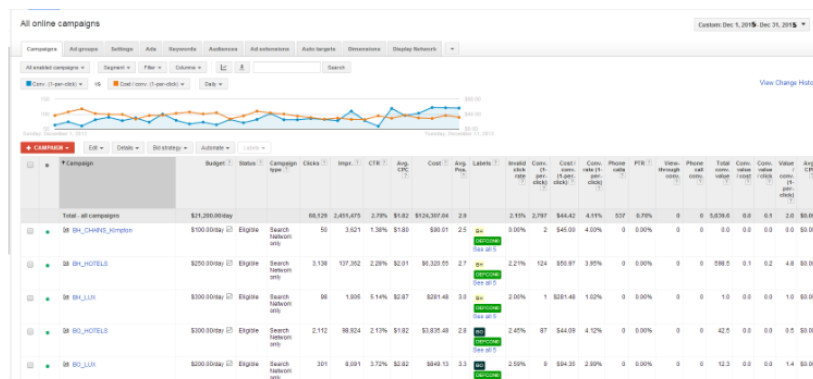
- Alexander can speak both engineering and revenue.
- Alexander can cut cost without slowing growth.
- Alexander can translate data into budget confidence.

# Case study 3 — High-budget hospitality performance engine

## Luxury hotel booking portfolio evidence

- Managed more than \$200,000 monthly across Google Ads and Bing Ads.
- Delivered an average 300% ROI while scaling by destination and geography.
- Demonstrated commercial discipline at meaningful spend volume rather than small-account optimization only.

2015 - my PPC Client in the luxury hotel booking sector was spending over **200,000\$** per month across Google Adwords and BingAds, and generated the average **300% ROI**:



Revenue by Area and Destination

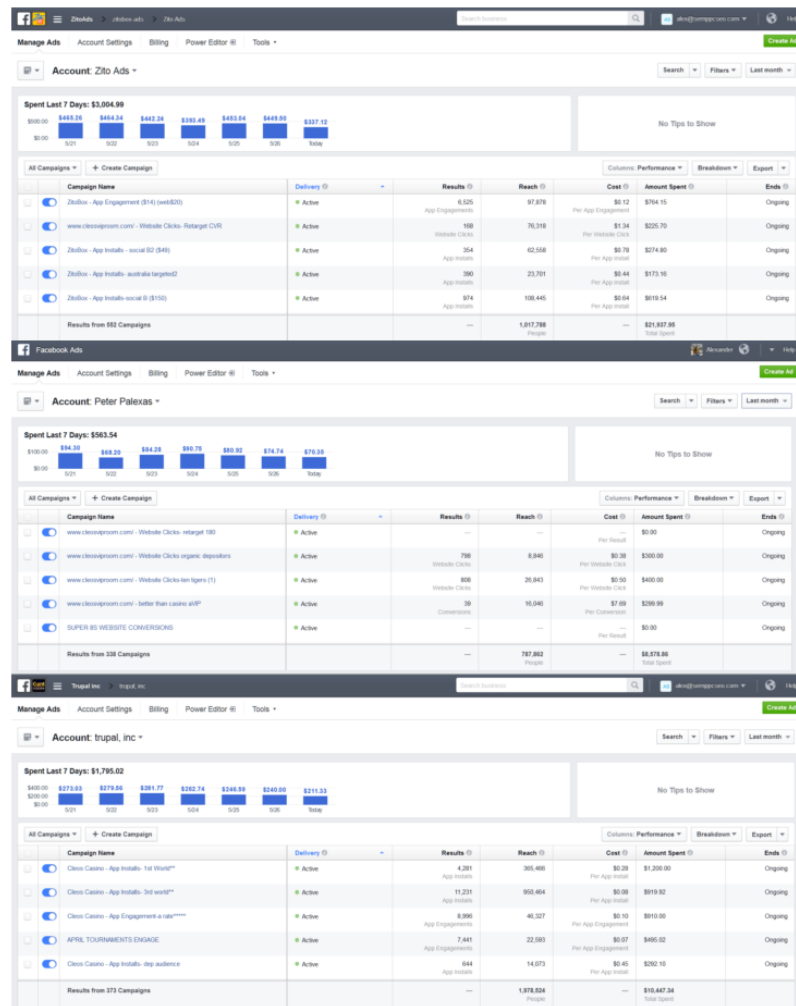
Area	Destination	Revenue	Cost	ROI %	Imp.	CTR %	Avg. CPC	Labels	Build	Cost	Conv. Rate	Cost per Acq.	Phone rate	View	Phone call	Total	Conv. Rate	Cost per Acq.	Avg. CPE
New York	New York City	\$438,947	\$267,103	35.7 %	6,455	4.945	2,073	41.9 %	\$54.01	\$442	\$457,525	\$289,597							
Miami	South Beach	\$191,153	\$118,847	31.1 %	2,288	1,934	634	32.8 %	\$61.45	\$425	\$184,094	\$119,901							
Los Angeles	Beverly Hills	\$50,040	\$39,550	21.9 %	1,094	565	305	53.9 %	\$70.00	\$351	\$48,737	\$35,191							
Los Angeles	Santa Monica	\$46,704	\$28,684	29.9 %	826	484	259	53.4 %	\$59.26	\$331	\$49,739	\$35,185							
Los Angeles	Hollywood	\$26,066	\$18,033	22.1 %	574	314	159	50.6 %	\$57.43	\$249	\$22,859	\$17,025							
San Francisco	San Francisco	\$26,806	\$15,445	34.9 %	564	459	219	47.6 %	\$33.65	\$339	\$26,499	\$15,894							
Chicago	Chicago	\$22,028	\$15,236	30.3 %	560	508	265	52.2 %	\$29.99	\$265	\$22,679	\$14,171							
Rest of World	World Wide Availability	\$23,103	\$13,413	34.3 %	563	415	200	48.2 %	\$32.32	\$388	\$22,386	\$15,406							
Washington	Washington DC	\$13,246	\$9,856	20.9 %	315	226	140	61.9 %	\$43.61	\$277	\$15,398	\$11,586							
London	London	\$13,172	\$7,226	45.6 %	184	209	60	28.7 %	\$34.58	\$535	\$14,212	\$12,888							
Toronto	Toronto	\$5,284	\$5,111	21.2 %	145	191	95	49.7 %	\$26.76	\$279	\$5,761	\$6,060							
Las Vegas	Las Vegas	\$6,978	\$5,093	23.3 %	257	206	82	39.8 %	\$24.73	\$260	\$5,875	\$3,880							
Miami	Miami and Area	\$5,812	\$4,859	14.8 %	116	98	46	46.4 %	\$49.58	\$425	\$4,401	\$3,165							
Boston	Boston	\$8,148	\$2,498	38.8 %	188	217	93	42.9 %	\$11.51	\$301	\$9,702	\$3,612							
Miami	Port Lauderdale	\$355	\$97	53.5 %	8	18	5	27.8 %	\$5.41	\$323	\$617	\$346							
Miami	North Miami Beach	\$137	\$93	0.0 %	N/A	9	0	0.0 %	\$10.36	N/A	\$120	\$120							
Miami	Miami Beach	N/A	N/A	N/A	160	N/A	43	N/A	N/A	N/A	\$519	N/A							
<b>Total</b>		<b>\$877,980</b>	<b>\$551,145</b>	<b>458.4 %</b>	<b>14,297</b>	<b>10,798</b>	<b>4,675</b>	<b>67.8 %</b>	<b>\$604.65</b>	<b>\$5,710</b>	<b>\$990,605</b>	<b>\$584,027</b>							

# Case study 4 — Social performance turnaround and lower CPA at scale

## Social gaming portfolio evidence

- Achieved 300% lower cost per acquisition while improving Facebook Ads ROI for online social gaming brands.
- Evidence supports repeatable creative, audience and funnel optimization beyond search-only channels.

2016 – Achieved **300% lower cost per acquisition** and growing Facebook Ads ROI for online social gaming companies group (Joy Media Works LLC):



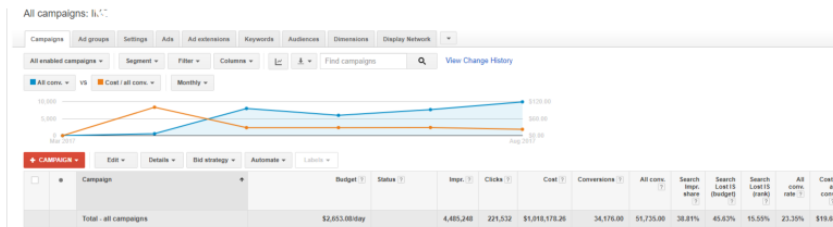
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# Case study 5 — Retail lead generation, store traffic & ecommerce lift

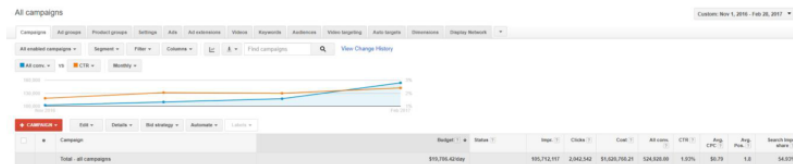
## Mattress / furniture portfolio evidence

- Reduced cost per conversion while growing lead volume for a major Mid-West mattress retailer.
- Tripled online sales for a top U.S. furniture chain.
- Increased store visits 2x while holding a stable CPA for an offline retail footprint.

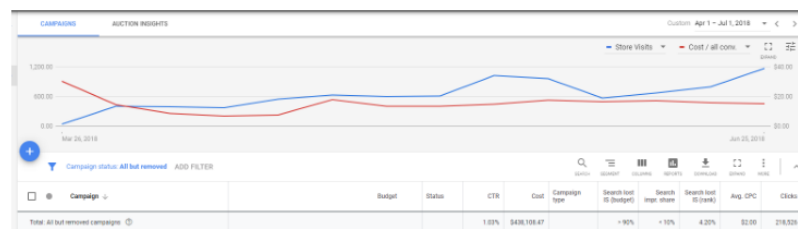
**2017** – Managed steady leads growth and dramatic Cost Per Conversion decrease for a leading North American mid-west mattress retailer stores chain:



**2017** – Tripled online sales for one of the top US furniture chains:



**2018** – Increased store visits twice while maintaining a stable CPA for a big Mid-West US mattress offline retailer stores chain. Managed steady leads growth and dramatic Cost Per Conversion decrease until the Company merged with another, bigger chain:



# How I operate inside a company or advisory mandate

## Operating model

- Own or influence the full commerce engine: paid media, lifecycle / CRM, CRO, analytics, merchandising and measurement.
- Translate data, attribution and AI outputs into C-suite decisions and budget confidence.
- Use OKRs, executive dashboards and weekly operating reviews to tighten execution speed.
- Prioritize profitable growth, not channel vanity metrics.

## Engagement formats

- Permanent executive role: VP Growth, VP Digital Commerce, Head of Ecommerce Growth, Head of Retail Media, Chief Digital Officer.
- Fractional leadership: Fractional CGO, Fractional VP Ecommerce, Interim VP Growth, Strategic Advisor, Retail Media / Ecommerce.
- PE and board support: Operating Advisor, Growth; PE advisor; industry principal; commerce-tech solutions leadership.
- Mandate types: turnaround, scale-up, post-acquisition integration, MarTech simplification, retail media launch, marketplace acceleration.

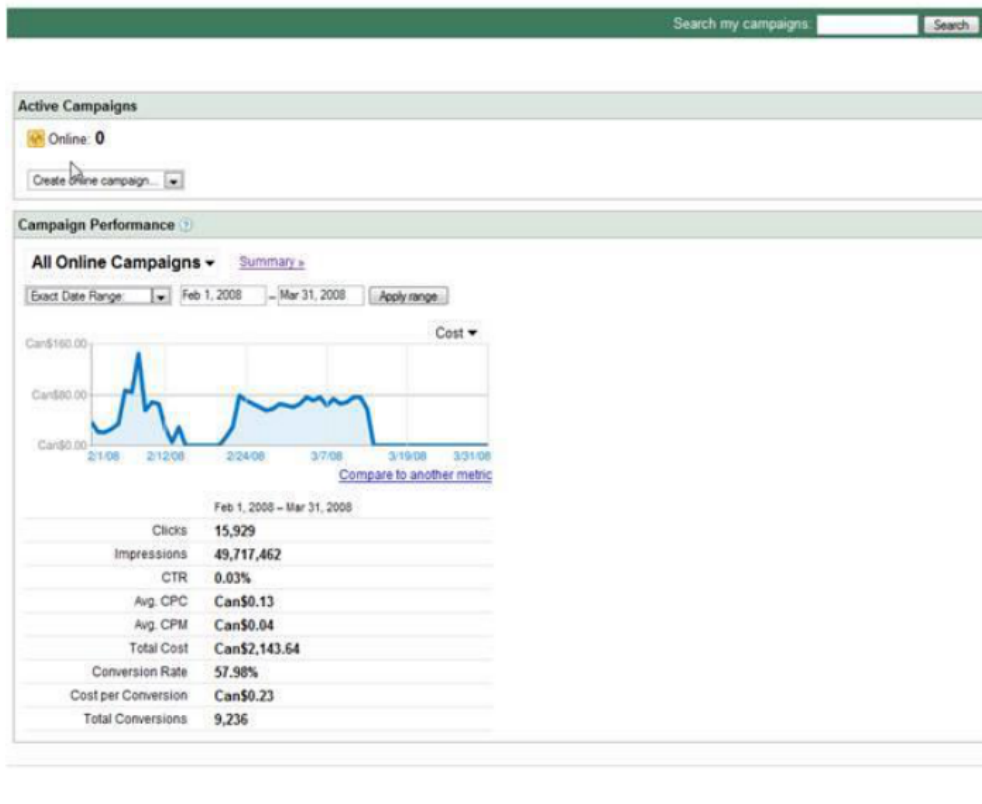
## Preferred first conversation

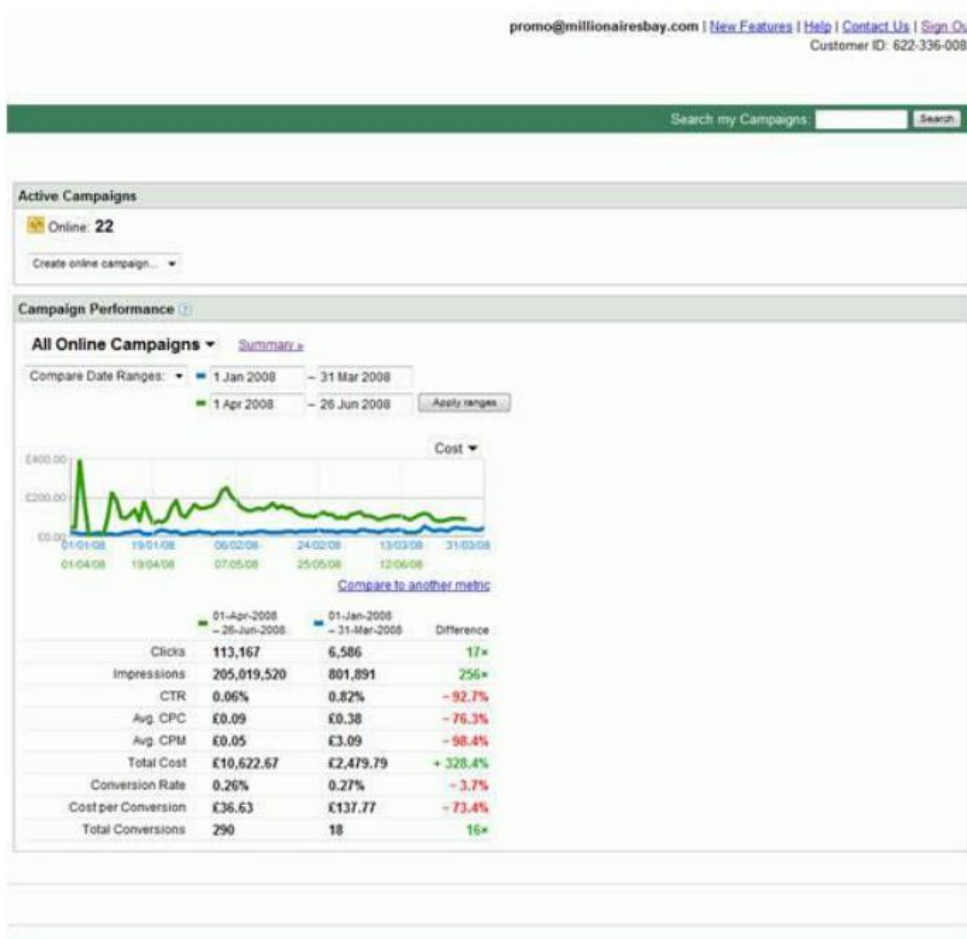
- What is broken in profitable growth right now?
- Where is acquisition leaking value because measurement or retention is weak?
- How fragmented is the current commerce stack?
- Does the company need an operator, a builder, or a transformation lead?

# Appendix — Additional Specific Channel Cases

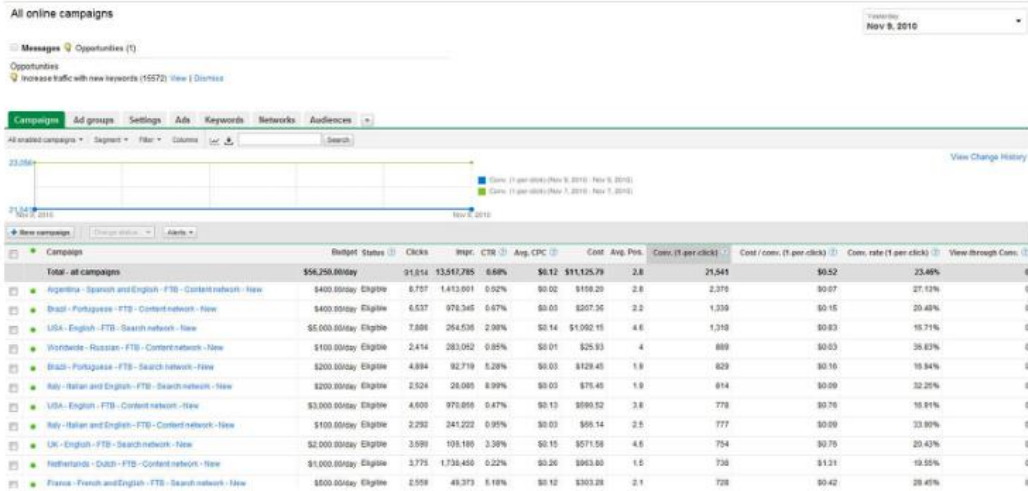
The screenshots below are embedded from the older case studies and preserved as visual proof points for interviews, consulting discussions and diligence conversations.

montrealbc@gmail.com | [2 New Features!](#) | [Help](#) | [Contact Us](#) | [Sign Out](#)  
Customer ID: 549-568-9935

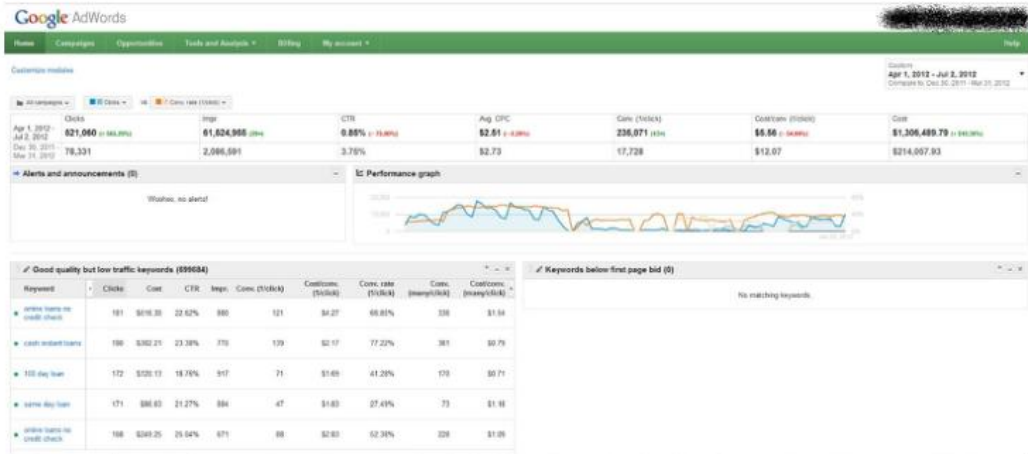




**2010** – achieved **90% monthly ROI growth** for N-able Technologies by implementing advanced Display Network and Remarketing PPC strategies

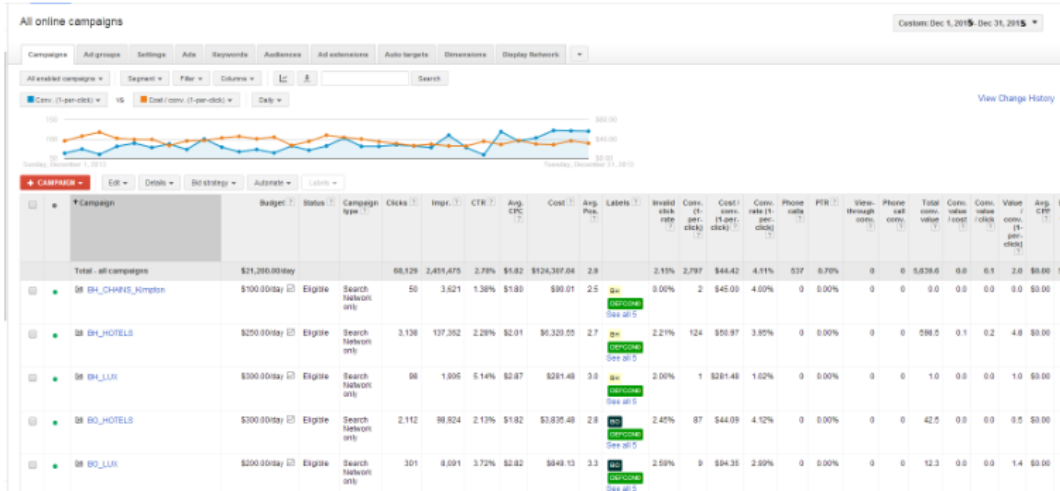


**2012** - generated **500% ROI** for a leading short term loan lead generation company, using my innovative PPC optimization process:



**2014** - continued to manage the same Financial Industry Client PPC accounts (including North American auto insurance and weight loss verticals) with the total monthly budget of **500,000\$**.

**2015 - my PPC Client in the luxury hotel booking sector was spending over 200,000\$ per month across Google Adwords and BingAds, and generated the average 300% ROI:**



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**2016** – Achieved **300% lower cost per acquisition** and growing Facebook Ads ROI for online social gaming companies group (Joy Media Works LLC):

**Account: Zito Ads**

Spent Last 7 Days: \$3,004.99

Day	Spent
5/21	\$465.36
5/22	\$464.24
5/23	\$442.34
5/24	\$393.49
5/25	\$453.04
5/26	\$449.99
5/27	\$337.12
<b>Total</b>	<b>\$3,004.99</b>

Campaign Name	Delivery	Results	Reach	Cost	Amount Spent	Ends
ZitoBox - App Engagement (314) (web&20)	Active	6,525 App Engagements	97,878	\$0.12 Per App Engagement	\$764.15	Ongoing
www.clovisploom.com/ - Website Clicks - Retarget CVR	Active	168 Website Clicks	76,318	\$1.34 Per Website Click	\$225.70	Ongoing
ZitoBox - App Installs - social 82 (349)	Active	354 App Installs	62,558	\$0.79 Per App Install	\$274.80	Ongoing
ZitoBox - App Installs - australia targeted2	Active	390 App Installs	23,701	\$0.44 Per App Install	\$173.16	Ongoing
ZitoBox - App Installs - social 8 (315)	Active	974 App Installs	108,445	\$0.04 Per App Install	\$619.54	Ongoing
<b>Results from 582 Campaigns</b>			<b>1,017,788</b> People		<b>\$21,937.85</b> Total Spent	

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**Account: Peter Palexas**

Spent Last 7 Days: \$563.54

Day	Spent
5/21	\$84.30
5/22	\$68.20
5/23	\$84.28
5/24	\$90.73
5/25	\$60.92
5/26	\$74.74
5/27	\$79.35
<b>Total</b>	<b>\$563.54</b>

Campaign Name	Delivery	Results	Reach	Cost	Amount Spent	Ends
www.clovisploom.com/ - Website Clicks - retarget 190	Active	—	—	— Per Result	\$0.00	Ongoing
www.clovisploom.com/ - Website Clicks organic depositors	Active	798 Website Clicks	8,940	\$0.38 Per Website Click	\$300.00	Ongoing
www.clovisploom.com/ - Website Clicks ten fingers (1)	Active	808 Website Clicks	26,843	\$0.50 Per Website Click	\$400.00	Ongoing
www.clovisploom.com/ - better than casino atRP	Active	39 Conversions	16,040	\$7.69 Per Conversion	\$299.99	Ongoing
SUPER 85 WEBSITE CONVERSIONS	Active	—	—	— Per Result	\$0.00	Ongoing
<b>Results from 338 Campaigns</b>			<b>787,862</b> People		<b>\$8,278.88</b> Total Spent	

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**Account: trupal, inc**

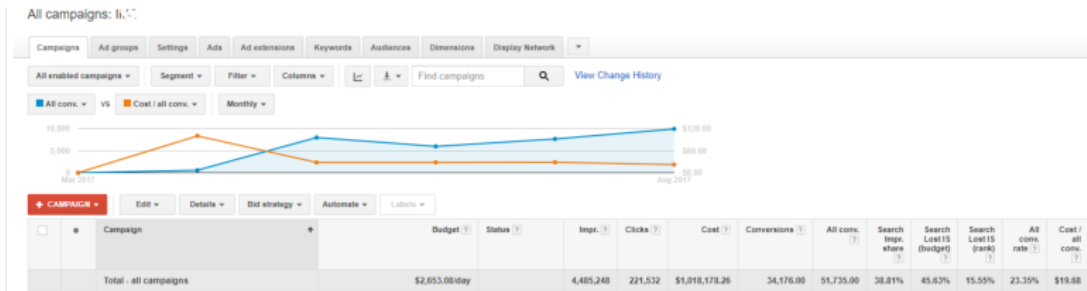
Spent Last 7 Days: \$1,795.02

Day	Spent
5/21	\$273.63
5/22	\$279.85
5/23	\$381.77
5/24	\$282.74
5/25	\$246.89
5/26	\$248.00
5/27	\$232.13
<b>Total</b>	<b>\$1,795.02</b>

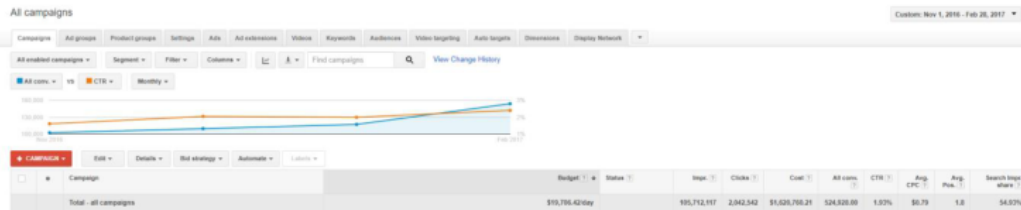
Campaign Name	Delivery	Results	Reach	Cost	Amount Spent	Ends
Cleos Casino - App Installs- 1st World**	Active	4,281 App Installs	365,466	\$0.28 Per App Install	\$1,200.00	Ongoing
Cleos Casino - App Installs- 3rd world**	Active	11,231 App Installs	955,464	\$0.08 Per App Install	\$919.92	Ongoing
Cleos Casino - App Engagement-a rate****	Active	8,996 App Engagements	48,327	\$0.10 Per App Engagement	\$910.00	Ongoing
APRIL TOURNAMENTS ENGADE	Active	7,441 App Engagements	22,583	\$0.07 Per App Engagement	\$495.02	Ongoing
Cleos Casino - App Installs- dep audience	Active	644 App Installs	14,073	\$0.45 Per App Install	\$292.10	Ongoing
<b>Results from 373 Campaigns</b>			<b>1,978,824</b> People		<b>\$10,447.34</b> Total Spent	

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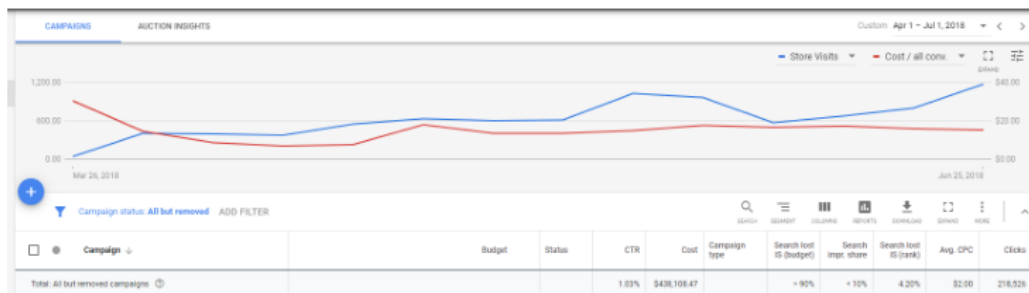
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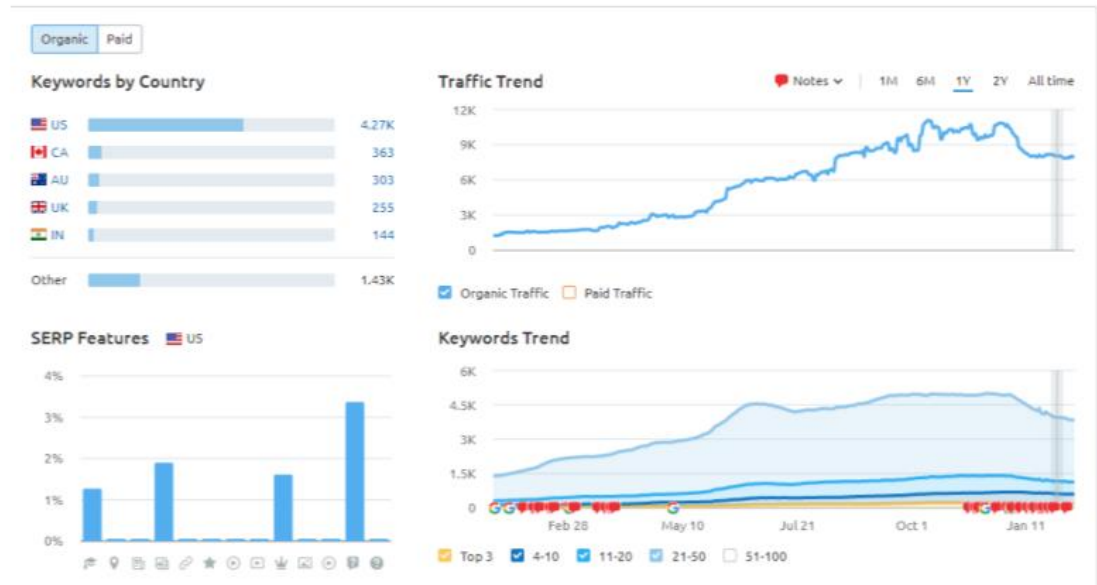


**2018** – Increased store visits twice while maintaining a stable CPA for a big Mid-West US mattress offline retailer stores chain. Managed steady leads growth and dramatic Cost Per Conversion decrease until the Company merged with another, bigger chain:

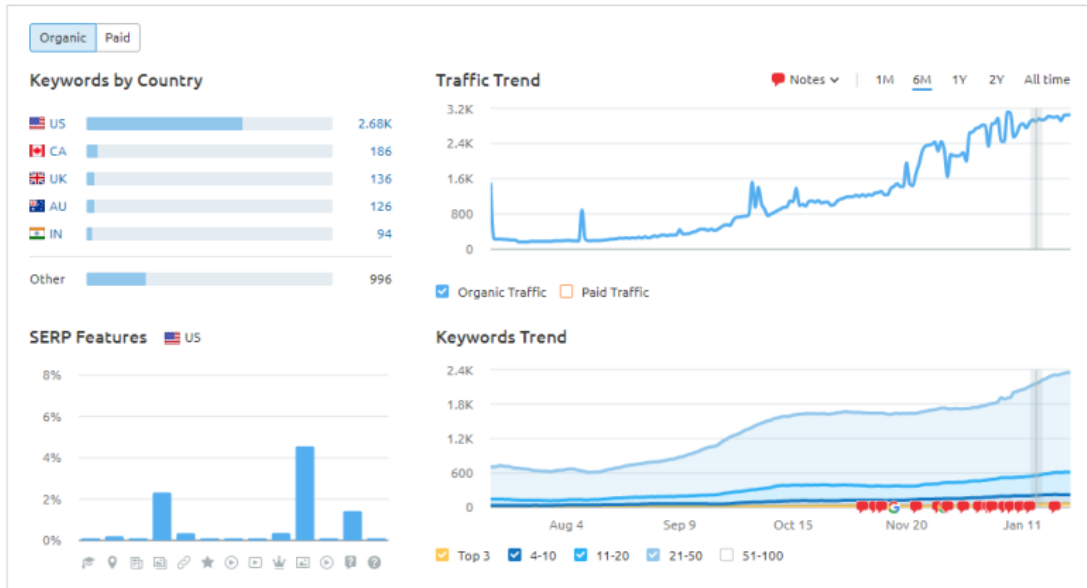


**Below are some of my SEO success stories in 2020:**

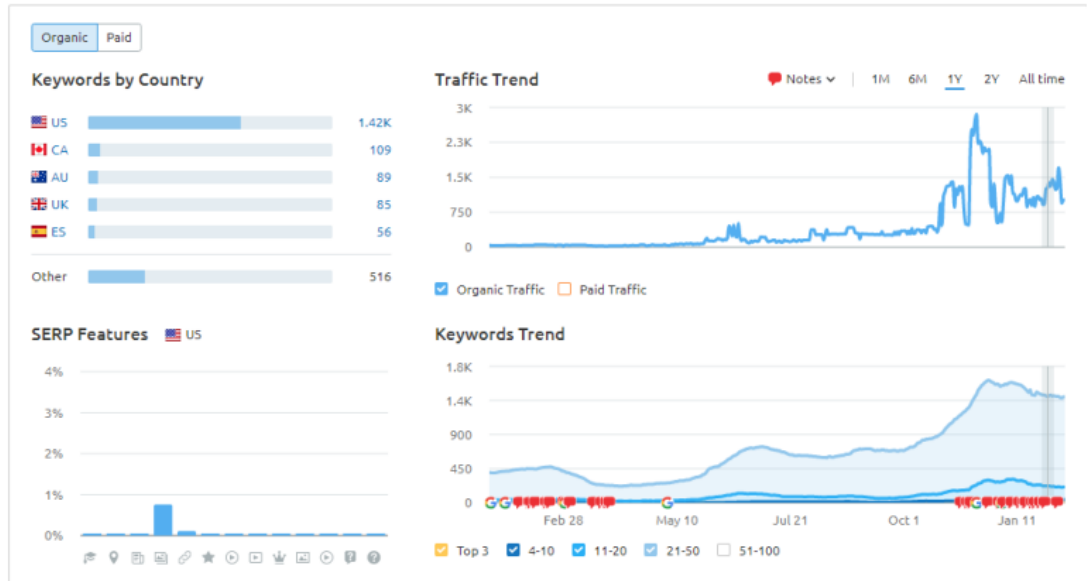
*Substance Abuse Treatment Rehab – 6 months' results:*



**Medical Detox Centers – 6 months' results:**



**VoIP Business Solutions Company – 6 months' results:**



**US International Tax Advisors – 3 months’ results for a brand-new website:**

<p>Authority Score <span>📉</span></p> <p><b>32</b></p> <p>SEMrush Domal... 9.73M <span>↑</span></p>	<p>Organic Search Traffic <span>📈</span></p> <p><b>11</b> <span>+57%</span></p> <p>Keywords 250 <span>↑</span></p>	<p>Paid Search Traffic <span>📉</span></p> <p>Data was not found. If this is your domain, you can get all the necessary data on its keyword rankings.</p> <p><a href="#">Go to Position Tracking</a></p>	<p>Backlinks <span>📈</span></p> <p><b>1.5K</b></p> <p>Referring Domains 174</p>	<p>Display Advertising <span>📉</span></p> <p><b>0</b></p> <p>Publishers 0</p>
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Organic
Paid

**Keywords by Country**

🇺🇸 US	121
🇨🇦 CA	14
🇬🇧 UK	10
🇦🇺 AU	9
🇫🇷 FR	7
Other	89

**Traffic Trend**

1M 6M 1Y 2Y All time

Organic Traffic  Paid Traffic

**SERP Features** 🇺🇸

**Keywords Trend**

Top 3
  4-10
  11-20
  21-50
  51-100

**B2B Disinfecting Sprayer Manufacturer – 5 months’ results for a brand-new website:**

