

Jack Atlasov

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Executive Summary

E-commerce and growth marketing executive with 12+ years of experience leading and building marketplace channels and teams with full strategic, operations, and P&L ownership across brands and agencies from startup to \$100M+ in revenue. Most recently led e-commerce and growth marketing at BirdRock Brands – a \$40M+ omnichannel marketplace business with \$12M annual advertising budget. Led e-commerce, marketplaces, and marketing at BirdRock Brands through a full turnaround—transforming the business from unprofitable to double-digit YoY growth and EBITDA improvement—culminating in an 8-figure strategic acquisition in April 2026. Before that, I co-led the marketplace practice at Right Side Up, where we drove \$170M+ in GMV across 50+ client brands. Proven track record building high-performing teams, driving omnichannel strategy, and delivering accountability from vision through M&A execution across Amazon, Walmart, Target, Wayfair, and emerging marketplaces. Subject matter expert in marketplace operations, retail media, performance marketing, creator/affiliate programs, and AI-enabled workflow transformation.

Core Competencies

E-commerce Team Leadership • P&L Management • Marketplace Strategy, Growth & Operations • Omnichannel Growth • Amazon 1P/3P • Amazon Advertising • Amazon DSP • Amazon Marketing Cloud • Search Advertising • Performance Marketing • Paid Media • TikTok Advertising • TikTok Shop • Walmart Connect • Walmart 1P/3P • Retail Media • Performance Marketing • EBITDA Improvement • M&A Process • Team Building & Talent Development • Digital Transformation • AI Workflow Automation • LTV/CAC Optimization • Revenue Growth • Contribution Margin Growth • Shopify and DTC •

Select Brands Scaled

BirdRock Home, Internet's Best, Snow Moover, Anova Culinary, Clif Bar, Sonoma Creamery, Rip Van, Solid Gold, Hello Bello, Waggin' Train, iKamper, Naturelo, Fluffco, Darn Good Yarn, V-Dog, Omniwear, Gennev, Brushee, Clevr Blends, Tote Tails, Aloha, PainFix, Alpha Fertilizer

Professional Experience

VP of Marketplaces & Growth | BirdRock Brands | Feb 2025 – Present

- Led the e-commerce, marketplaces, and marketing business units through a two-year transformation that culminated in BirdRock Brands' 8-figure strategic acquisition in April 2026—the mandate I was hired to execute.
- Promoted from Sr. Director to VP, assuming full P&L ownership of a \$40M+ multi-channel business and a \$12M annual advertising budget across nine sales channels, with direct accountability for revenue growth, margin expansion, and EBITDA.
- Built and led a cross-functional team of four direct reports—Brand Catalog Manager, Operations Manager, Data Analyst, and Affiliate Marketing Specialists—plus agency partners, contracted specialists, and cross-functional stakeholders across supply chain, finance, and product development—and established hiring plans, performance frameworks, and a weekly operating cadence that enabled the team to scale output without adding headcount.
- Expanded non-Amazon channels from sub-7% to approximately 12% of total revenue mix—all profitably—with Walmart (via Walmart Connect) growing from \$2M to \$3.4M in 18 months and Wayfair and Home Depot emerging as the fastest-growing channels alongside double-digit YoY growth across Target+, Chewy, Lowe's, TikTok Shop, and DTC.
- Repositioned the brand portfolio from value-price competitor to category authority, transforming the catalog into a higher-margin mix by discontinuing underperformers and investing in high-contribution lines aligned with marketplace demand and consumer search trends.
- Captured dominant market share in Home & Garden, Automotive, and Snow Removal categories, achieving Best Seller status and top organic rankings across multiple product lines—a brand positioning outcome driven by strategic pricing, content investment, and targeted advertising.
- Defined the company's AI strategy and led organization-wide adoption—training programs, workshops, and deployed workflows that increased team productivity across advertising, pricing, and content operations.
- Directed product strategy through market research, competitive landscape analysis, and consumer demand validation to inform new product launches and category expansion.
- Served as the organization's subject matter expert on marketplace strategy, paid media, and creator/affiliate marketing—preparing channel performance analyses and strategic recommendations for executive leadership and acquisition stakeholders.

Sr. Director of E-Commerce & Digital Marketing | BirdRock Brands | Feb 2024 – Feb 2025

- Inherited a business operating at negative margin with no item-level profitability visibility, fragmented data infrastructure, and manual processes across a 1,000+ SKU catalog—drove a full P&L turnaround: 25% YoY revenue growth (mid-\$20Ms to \$30M+) and 475% increase in net margin dollars within the first year.
- Directed \$9.3M in annual advertising spend across Amazon PPC, Amazon DSP, and retail media; implemented algorithmic bid optimization across 3.5M ad targets, replacing manual campaign management with margin-based ACoS targeting and multi-tier price waterfalls.
- Identified \$7.2M in recoverable ad spend through campaign consolidation and search term optimization, directly improving channel contribution margin and EBITDA.
- Created the company's first item-level profitability model incorporating landed cost, FBA/WFS fees, return rates, and channel-specific margin stacks—giving leadership visibility into true unit economics and enabling data-driven pricing and promotion decisions.
- Established automated data infrastructure and BI reporting—leadership dashboards, competitive pricing intelligence, and media mix modeling—replacing manual spreadsheet processes and enabling weekly executive performance reviews.
- Built the e-commerce function from scratch: hired and led a 3-person team (Merchandise/Ops, Data Analyst, Affiliate/Influencer), established operating processes and reporting cadences, and grew the function to four direct reports during the transition to VP.
- Launched 20 new SKUs across 12 categories and created buyer-facing materials—narrative decks, retailer one-pagers, and planogram visualizations—for retail expansion into Walmart, Sam's Club, Costco, Ace Hardware, and Tractor Supply.
- Reduced operating expenses by \$20K+/month by renegotiating vendor contracts, eliminating redundant software, and replacing agency services with internal capabilities.

Sr. Director of E-Commerce | Right Side Up Consulting | Jul 2021 – Feb 2024

- Co-founded and scaled the marketplace growth practice from zero to a core service line, building a team of strategists and analysts serving 20+ brands across CPG, wellness, pet, and consumer electronics.
- Generated \$50M+ incremental revenue for a Fortune 1000 CPG brand by restructuring their Amazon advertising architecture, implementing promotional cadence optimization, and launching a Walmart marketplace channel—the practice's largest single-client engagement.
- Managed \$170M+ GMV across 70+ VC/PE-backed brands with an average 30% ROI improvement per engagement.
- Created repeatable marketplace playbooks—channel audits, launch frameworks, advertising optimization protocols, and growth management processes—that standardized delivery and improved consistency across the practice.
- Specialized in Amazon Seller/Vendor turnarounds, Walmart marketplace launches, Amazon DSP and retail media strategy, and Digital Shelf optimization for growth-stage and enterprise brands.
- Managed client relationships at the C-suite and VP level, owning quarterly business reviews, strategic roadmaps, and retention; regularly presented performance analyses and investment recommendations to brand leadership and PE/VC sponsors.
- Partnered with sales leadership to develop practice positioning, case studies, and enablement materials that improved close rates and drove agency revenue growth.

Independent E-Commerce Consultant | Jan 2020 – Jul 2021

- Founded an independent e-commerce consultancy serving 7 DTC and marketplace brands with combined annual marketplace revenue exceeding \$5M across outdoor/overlanding (iKamper), pet nutrition (V-Dog), supplements (Naturelo), home/bedding (Fluffco), crafts (Darn Good Yarn), wearables (Omniwear), and health (PainFix).
- Directed end-to-end Amazon operations and advertising—catalog setup, listing optimization, PPC campaign management, and performance reporting—for clients ranging from launch-stage to mid-seven figures, achieving average 40%+ revenue growth within the first 6 months of engagement.
- Built and optimized Shopify storefronts including theme development, conversion rate optimization, and lifecycle marketing (email and SMS via Klaviyo) focused on increasing repeat purchase rate and customer lifetime value.
- Launched and scaled influencer and content creator partnerships, Meta advertising campaigns, and affiliate programs to drive cross-channel customer acquisition and reduce blended CAC.

Sr. Amazon Channel Manager | Clif Bar & Company | Jan 2019 – Jan 2020

- Directed 8-figure Amazon marketplace (1P/3P) with full P&L responsibility across US, Canada, and international accounts, coordinating cross-functionally with sales, supply chain, brand marketing, and finance.
- Launched Amazon Go, Fresh, Pantry, and Canada programs, achieving four consecutive quarters of double-digit growth.
- Secured favorable vendor terms and marketing opportunities, boosting promo efficiency and channel contribution margins.
- Implemented B2B account-based marketing and trade spend initiatives that generated new buyer interest and improved sell-in.

E-Commerce Manager | Sonoma Creamery | Jan 2018 – Jan 2019

- Drove 80% channel growth in 9 months through turnaround of Amazon 1P and 3P accounts for specialty cheese brand.
- Exceeded revenue and profitability targets by 130% through ROI-positive digital marketing across Amazon PPC, Google Ads, and Meta.
- Increased e-commerce conversion rates by 40% through A/B testing and conversion rate optimization.

Co-Founder | Tote Tails (Sold 2018) | Mar 2015 – Feb 2018

- Founded, scaled, and sold a DTC pet accessories brand—from concept to mid-six figures in recurring annual revenue within 2 years.
- Achieved 2.8X Customer Lifetime Value and 2X Average Order Value through lifecycle marketing, segmentation, and conversion rate optimization.
- Led team of 3 direct reports and 15–20 distributed freelancers across design, content, and fulfillment; negotiated and executed successful exit via strategic sale in 2018.

AI & Technology Leadership

- Applied AI and custom software to solve operational problems: built production tools for advertising optimization, demand forecasting, pricing analysis, and retail sales enablement that directly contributed to the BirdRock turnaround, reduced dependency on external vendors, and improved operational efficiency across advertising, pricing, content, and inventory workflows.
- Recognized AI practitioner in e-commerce: provided adoption consulting to teams at PMG, Spreetail, Franklin Sports, and Right Side Up; published practitioner content and open-source tools across Substack, YouTube, and LinkedIn.

Platforms & Technology

Marketplaces: Amazon (Seller Central, Vendor Central, Advertising, DSP, AMC), Walmart Connect, Target+, TikTok Shop, Shopify, Digital Shelf

Advertising & Marketing: Google Ads, Klaviyo, Pacvue, Intentwise, ChannelAdvisor, Momentum Commerce, Trellis

AI & Data: Claude, ChatGPT, Gemini, Python, SQL, Streamlit, custom AI agents & workflow automation

Community & Teaching

- Carbon + Silicon: Content brand and community focused on human-AI collaboration (newsletter, YouTube, podcast, Discord).
- Boys & Girls Clubs of Napa Valley: Taught technology and programming to students.

Education

Bachelor of Arts | University of California, Davis | Biotechnology, Digital Media & Communications

Associate of Applied Science | West Valley College | Biology