

GRACE LEAN

Digital leader

An experienced leader with a science and business background who thinks creatively and analytically to deliver results

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COMMERCIAL MARKETING PROFILE

I am an energetic, highly motivated director with over 15 years of dynamic leadership in biotech marketing. I specialize in driving revenue growth and customer adoption through ecommerce and digital strategy with a customer-centric approach. I have a proven track record in working cross-functionally to establish new teams, governance, and processes, fostering collaboration to solve complex problems. My professional aim is to combine my marketing, digital, and ecommerce skillsets to develop omnichannel experiences that extract full value from commercial potential.

EXPERIENCE

Director of Ecommerce

LGC BIOSEARCH TECHNOLOGIES, REMOTE

August 2021 - Present

- ▷ Built new ecommerce team focusing on key pillars: UX, growth, customer onboarding, merchandising and analytics.
- ▷ Led cross-functional teams and stakeholders to improve user experiences and conversion rates by leveraging digital design.
- ▷ Achieved 90% growth in long tail customer and order volume and over 115% revenue growth within the first two years.
- ▷ Transformed new customer adoption of ecommerce from 10% to 35% within the initial two years.
- ▷ Collaborated with IT to define UX and website demand roles, aligning technical delivery and strategic vision.
- ▷ Spearheaded merchandising best practices for Product Detail Page (PDP) optimization, which on average demonstrated a 196% increase in revenue and 127% increase in items sold.
- ▷ Implemented growth strategies to improve ecommerce conversions, resulting in a 325% increase in Return on Ad Spend (ROAS) within two years; average ROAS of 6.47.
- ▷ Selected among 1500 submissions as a Gold Winner at the International NYX awards for a digital marketing campaign.
- ▷ Led cross-functional teams in Eprocurement efforts, providing key accounts with more options for conducting business.

STRENGTHS

Strategy and planning

From working closely with IT to refresh an outdated tech stack to follow modern architecture using purpose-built platforms to partnering with product management to develop multi-portfolio product roadmaps, I have demonstrated ability to map out overarching goals segmented into 3 to 5 year plans.

Omnichannel experiences

Customer experience needs to be as agile and adaptable to evolving customer expectations. My holistic approach takes voice of customer and market research, a well-curated tech stack, and comprehensive change management to develop an intuitive and seamless customer journey across offline and online touchpoints.

Stakeholder management

Digital transformation is all about stakeholder management. Internal communications, centrally accessible roadmaps and dashboards, and regular check-ins are key for stakeholder alignment. My transparent and data-driven approach fast tracks team buy-in to accelerate project prioritization.

Head of Tactical and Marketing Operations

LGC, BIOSEARCH TECHNOLOGIES, NOVATO, CA

July 2016 - August 2021

- ▷ Established a centralized global marketing communications team by integrating marketing responsibilities across 8 different acquisitions. Increased ROI from 4X to 10X.
- ▷ Launched the LGC, Biosearch Technologies portfolio brand to unify all products from acquisitions under a single brand.
- ▷ As Provisional Product Manager - launched the 2019-nCoV CDC Kit in 9 days, in addition to Coronavirus ValuPanel Reagents generating 2.3M USD in revenue within the first year.
- ▷ Spearheaded analytics reporting using Salesforce data in Tableau to track marketing ROI with limited resources.
- ▷ Managed marketing budget of over 1M+ GBP to drive campaigns, product launches, and website management.
- ▷ Partnered with sales operations to manage leads, generating 1000 MQLs annually and improving lead quality year on year.
- ▷ Engaged with telemarketing agency for prospecting, lead profiling, and lead nurturing to provide quality leads to sales.
- ▷ Enforced routine data hygiene of customer and marketing data for optimal campaign performance and reporting.

Marketing Manager

BIOSEARCH TECHNOLOGIES, INC./LGC, NOVATO, CA

August 2010 - July 2016

- ▷ Led a team of 15 responsible for marketing, ecommerce, product management, technical support, and distributors.
- ▷ Relunched biosearchtech.com in 2016. Increased ecommerce sales by more than two-fold, averaging 2M USD in annual sales.
- ▷ Led project in streamlining supply chain by developing process and algorithms for managing ambient and cold-chain logistics.
- ▷ Launched the Stellaris portfolio and generated demand to evolve it into a 2.5M dollar business without a sales team.
- ▷ Created in-house a microsite that includes interactive buyer enablement tools and qPCR Crush™, an industry-specific game.

Marketing Associate

BIOSEARCH TECHNOLOGIES, INC., NOVATO, CA

July 2007 - August 2010

- ▷ Joined the team before a complete turnover and reinvented the marketing function by building a new team from scratch.
- ▷ Launched and promoted the 2009 H1N1 PCR testing components and brought in 625k in revenue within the first year.
- ▷ Relunched the website in 2009, architecting algorithms for a Configure Price Quote tool that would enable online ordering of custom oligos, setting an ecommerce precedent at the company.

LEADERSHIP STYLE

I enjoy cultivating a workplace that thrives on transparency and collaboration with diverse perspectives. I encourage teams to think outside the box, integrating creativity with critical thinking. Respect is at the core of my leadership style, where every voice is not just heard but valued for its unique insight. My keen ability to hone into my team's talents helps guide their exploration in their professional development and lead them into a fulfilling career.

LANGUAGES

+ Mandarin, conversational

EDUCATION

University of California, Berkeley

**BACHELOR'S DEGREE
MOLECULAR CELL BIOLOGY
MAJOR**

Genetics, Genomics & Development
Emphasis

- ▷ Additional business courses taken at Haas School of Business



Transformational marketing leader helping businesses scale commercially through digital strategy

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Background: LGC Biosearch Technologies' web and ecommerce presence was built through multiple acquisitions. The team had to evolve the online footprint to support a consolidated brand strategy while operating in a culture where employees defaulted to offline transaction, not understanding the customer benefit of ecommerce. A dedicated team was created in 2022 (FY22) to establish Ecommerce as a commercial channel.

AMBITIONS AND ACHIEVEMENTS

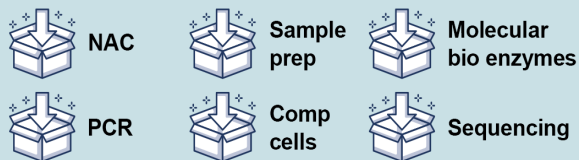
Our immediate goals

Making our full range of mission-critical products discoverable online by prospecting customers



Making it easier for customers to do business with us

Product onboarding



HIGH PRIORITY

Online Oligo Ordering Project (the new oligo CPQ for Shop) will allow us to consolidate all general catalog products on a single ecommerce platform

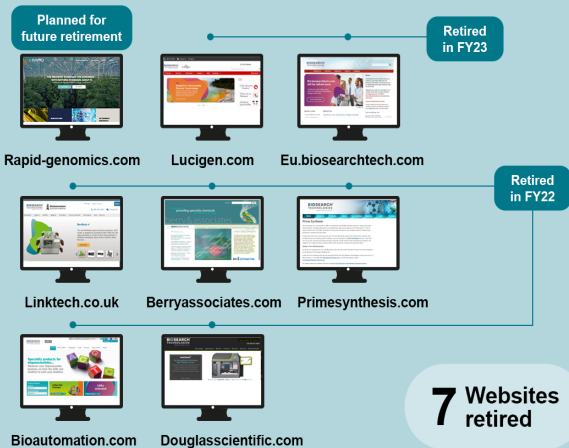
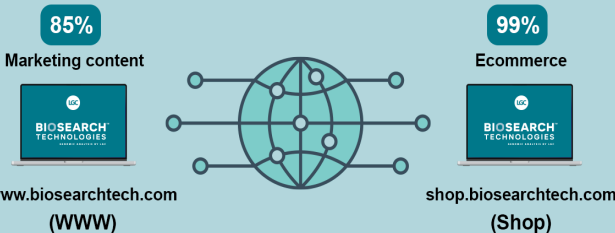


How we are achieving them

Manage our Website Demand roadmap to deliver continuous improvements for a better customer experience and a frictionless shopping experience



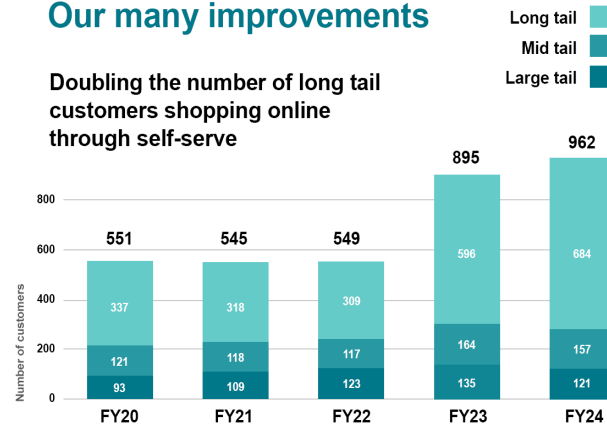
As we work toward achieving a single domain (website) state, we continue to interlink both websites wherever possible



7 Websites retired

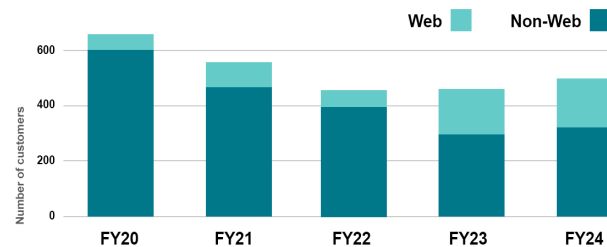
Our many improvements

Doubling the number of long tail customers shopping online through self-serve



Increasing the number of online transactions by **30%**

Growing the number of new customers to transact online from **9%** in FY22 to now **36%** in FY24



Improving conversion rates by enriching Product Detail Pages (PDPs)

196% Increase in revenue



127% Increase in quantity sold



*Percentages for revenue and quantity are average rates