

GRACE LEAN

Digital leader

Dynamic leader with science and business acumen, renowned for blending creativity with analytical rigor to drive incremental revenue and exceptional outcomes

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San Francisco Bay Area

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DIGITAL STRATEGY AND GLOBAL MARKETING LEADERSHIP

Visionary leader with a track record of driving digital transformations and strategic marketing initiatives globally. Proficient in relaunching ecommerce platforms, doubling sales, and improving user engagement. Skilled in developing comprehensive digital strategies integrating innovative technologies, streamlining supply chains, and maximizing efficiencies. Known for successful product launches and managing high-performing teams, delivering multi-million-dollar growth. Expert in leveraging analytics to shape marketing strategies and enhance decision-making processes. Committed to evolving business practices, optimizing customer engagement, and leading organizations to the forefront of the digital marketing domain.

- ▷ Experienced in strategically collaborating with IT to modernize outdated tech stacks with purpose-built platforms.
- ▷ Expert in fostering partnerships with product management to create comprehensive multi-portfolio product roadmaps. Proven track record of translating overarching goals into detailed 3-to-5-year strategic plans.

AREAS OF EXPERTISE

- | | | |
|-----------------------------------|---------------------------------|------------------------------------|
| + B2B Ecommerce | + Training & Development | + Web Project Management |
| + Digital Transformation | + Search Engine Marketing & SEO | + Team Building & Leadership |
| + Performance Marketing | + Conversion Optimization | + Data-Driven Decision Making |
| + Customer Journey Mapping | + Product Management | + Social Media & Digital Campaigns |
| + Brand Development & Positioning | + Stakeholder Engagement | + Budget Management |

INDUSTRY CONCEPTS: Oligos, DNA Synthesis, Biotechnology, IVD, LDT, Diagnostics, Life Science Tools and Reagents, PCR, NGS, Enzymes, Assay Development, Instrumentation

EXPERIENCE

Director of Ecommerce

August 2021 - March 2024

LGC BIOSEARCH TECHNOLOGIES, REMOTE

Direct cross-functional teams and collaborate with stakeholders to enhance user experiences and conversion rates through advanced digital design techniques. Partner with the IT department to delineate UX and website demand roles, ensuring alignment between technical delivery and strategic objectives. Deliver strategic guidance to teams on e-procurement initiatives with a keen focus on expanding business options for key accounts.

- ▷ Built, led, and mentored a new ecommerce team concentrating on pivotal areas including User Experience (UX), growth, customer onboarding, merchandising, and analytics.
- ▷ Gold Winner at NYX Awards among 1,500 submissions for innovative digital marketing campaign. Implemented growth strategies boosting ecommerce conversions, achieving a 325% ROAS increase over two years, 6.47 average.

Key Projects

Transforming ecommerce into a digital commercial engine: <https://gracelean.digital/portfolio-archive/transforming-ecommerce-into-a-digital-commercial-engine/>

- ▷ Drove a 90% increase in long-tail customer and order volume and achieved over 115% revenue growth within the initial two years of operations. Elevated new customer adoption of ecommerce platforms from 10% to 35% within the first two years, demonstrating effective customer engagement strategies.

Charting new territory: Shortening the path to purchase through merchandising:

<https://gracelean.digital/portfolio-archive/charting-new-territory-shortening-the-path-to-purchase-through-merchandising/>

- ▷ Led the implementation of merchandising best practices for Product Detail Page (PDP) optimization, resulting in an average 196% revenue boost and 127% increase in items sold.

Head of Tactical and Marketing Operations

July 2016 - August 2021

LGC, BIOSEARCH TECHNOLOGIES, NOVATO, CA

Led the development of analytics reporting utilizing Salesforce data visualized through Tableau to monitor marketing ROI efficiently, despite limited resources. Coordinated with a telemarketing agency to execute prospecting, lead profiling, and nurturing strategies, significantly improving the quality of leads delivered to the sales team. Implemented routine data hygiene practices for customer and marketing data to optimize campaign performance and enhance reporting accuracy. Collaborated with sales operations to oversee lead management processes, successfully generating 1000 Marketing Qualified Leads (MQLs) annually and consistently enhancing lead quality.

- ▷ Administered a marketing budget exceeding 1M GBP, strategically allocating funds to enhance campaigns, product launches, and website management.
- ▷ Consolidated a global marketing communications team, integrating marketing roles across nine distinct acquisitions, elevating ROI from 4X to 10X.
- ▷ Introduced the LGC, Biosearch Technologies portfolio brand, effectively unifying all products from recent acquisitions under one cohesive brand identity.

Key Projects

Website Transformation: Elevating legacy to leading edge:

<https://gracelean.digital/portfolio-archive/website-transformation-elevating-legacy-to-leading-edge/>

- ▷ Successfully maintained visibility and obtained funding with senior leadership by communicating the need for investment in digital transformation to provide a better customer experience on company's website.

From Crisis to Success: Provisional Product Manager for COVID-19 PCR Testing: <https://gracelean.digital/portfolio-archive/from-crisis-to-success-my-experience-as-provisional-product-manager-for-covid-19-pcr-testing/>

- ▷ Launched the 2019-nCoV CDC Kit as Provisional Product Manager within a rapid nine-day timeframe, along with the Coronavirus ValuPanel Reagents, culminating in \$2.3M in revenue during the first year.

Marketing Manager

August 2010 - July 2016

BIOSEARCH TECHNOLOGIES, INC./LGC, NOVATO, CA

Directed a diverse team of 15 professionals across marketing, ecommerce, product management, technical support, and distributor channels. Developed an interactive microsite in-house, featuring buyer enablement tools and qPCR Crush™, an industry-specific game designed to engage and educate users.

- ▷ Orchestrated the relaunch of biosearchtech.com in 2016, effectively doubling ecommerce sales to an average of \$2M annually. Initiated and led a project to streamline supply chain operations, developing innovative processes and algorithms to enhance ambient and cold-chain logistics.
- ▷ Launched the Stellaris portfolio, successfully generating demand and growing the business to a \$2.5M venture without the support of a dedicated sales team.

Fun, facts, and forward-thinking: Gamifying science with qPCR Crush: <https://gracelean.digital/portfolio-archive/fun-facts-and-forward-thinking-gamifying-science-with-qpcr-crush/>

ADDITIONAL EXPERIENCE: Marketing Associate - Biosearch Technologies, Inc., Novato, CA

EDUCATION

Bachelor's Degree - Molecular Cell Biology Major

Genetics, Genomics & Development Emphasis

UNIVERSITY OF CALIFORNIA, BERKELEY

CERTIFICATION

Artificial Intelligence: Business Strategies and Applications (currently enrolled)

BERKELEY HAAS EXECUTIVE EDUCATION

TECHNICAL PROFICIENCIES

HTML, Trello, Asana, Jira, Smartsheets, Google Drive, Microsoft Office, Hubspot, Pardot, MailChimp, WordPress, Salesforce/Sales Cloud, Slack, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Canva, SAP Commerce, Ampliance, Google Analytics, Google Search Console, SEMrush, Looker Studio, Tableau, Buffer, Hootsuite, Bit.ly, ChatGPT, Gamma.ai

LANGUAGES

- + English, Native
- + Mandarin, Basic



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

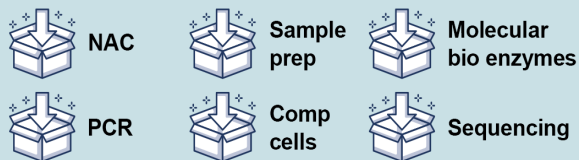
Our immediate goals

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

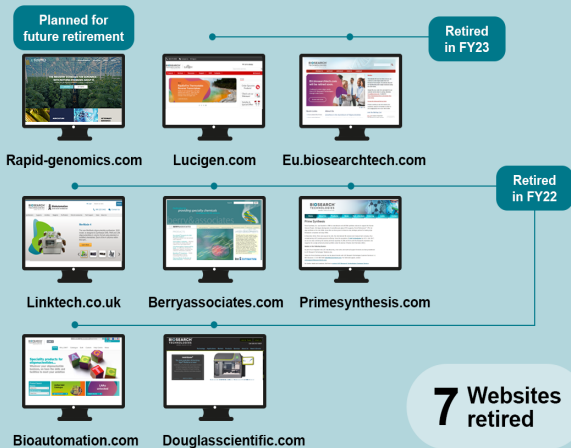
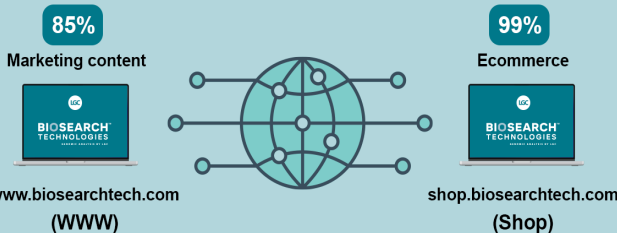


How we are achieving them

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



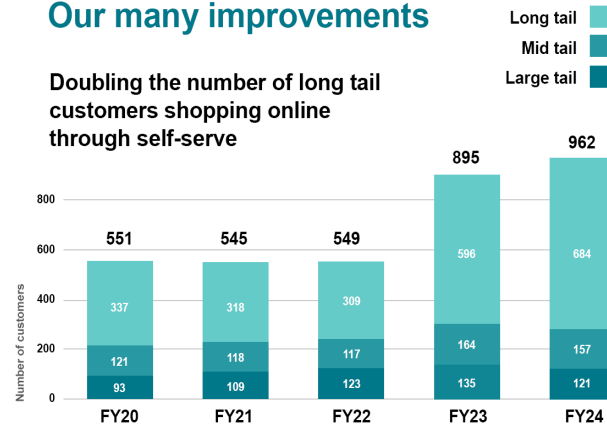
As we work toward achieving a single domain (website) state, we continue to interlink both websites wherever possible



7 Websites retired

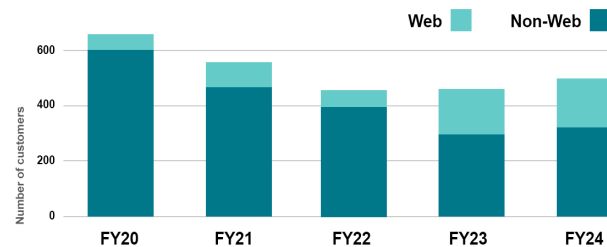
Our many improvements

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