

Contact

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Top Skills

Retail
Strategy
E-commerce

Spencer Millerberg

Start-ups, eCommerce, Analytics, and family.
Salt Lake City Metropolitan Area

Summary

- Founder of One Click Retail - Market share for eCommerce. Now Edge^ by Asscential.
- Helped over 650 brands improve sales, margin, and search position on eCommerce.
- Amazon, Walmart, Black & Decker, and retail alumni.
- BYU M.B.A. (Magna Cum Laude); B.S. International Finance (barely graduated)

Experience

Shhhhhhhhhhhh

Stealth Mode

January 2019 - Present (2 years 5 months)

I'm now working on some new things, sitting on boards and of course fun family adventures!

East Point Sports Ltd

Board Member

January 2019 - Present (2 years 5 months)

Greater New York City Area

Eddyline Kayaks

Board Member

January 2018 - Present (3 years 5 months)

Greater Seattle Area

Edge by Ascential

SVP during transition

January 2018 - December 2018 (1 year)

Salt Lake City

Worked for Asscential finishing up a transition period

One Click Retail

Founder and CEO

April 2013 - January 2018 (4 years 10 months)

Greater Salt Lake City Area

Founder of One Click Retail. Created algorithms to measure market share for Amazon. Served 650+ of the worlds top brands (P&G, Unilever, Kimberly Clark, Sony, HP, Panasonic, etc) as their primary source of Amazon data and market share measurement. Exited with a sale to London based Ascential, PLC

Amazon

Health and Personal Care - GM

May 2011 - May 2013 (2 years 1 month)

Greater Seattle Area

General manager responsible for P&L, marketing, vendor negotiations, promotions, cost management, and value chain engineering.

Walmart

4 years 10 months

Sr. Brand Manager – Fresh Private Brands

April 2009 - May 2011 (2 years 2 months)

Cross-Functional team leader responsible for the fresh division Private Brand portfolio (Dairy, Produce, Meat, Deli, Bakery, and Seafood) with over \$5B+ in annual sales.

- ----- LAUNCHED \$1.5+ B “MARKETSIDER” BRAND, Walmart’s first ever fresh mega brand and 3rd largest private brand. Launched 280+ SKUs across 5 categories, exceeded margin targets by 9%, and achieved a 72% customer repeat rate (vs. industry average of 32%).
- ----- ACHIEVED A \$380 MM INCREASE IN SALES for the fresh division by identifying new and revised products via customer insights (I.H.U.T., brand extendibility, discrete choice, T.U.R.F., etc). Team delivered products to market, growing sales 22% faster than category averages.
- ----- REALIZED \$40+ MM IN INTERNATIONAL SUPPLY CHAIN SAVINGS by scaling raw materials, finished products, and graphics to Canada, Puerto Rico, and Mexico.
- ----- GAINED 5%+ MARKET SHARE IN PACKAGED PRODUCE by improving product specifications and decreasing costs on 31 new products. Generated 54% sales growth and lifted category sales by 9%.
- ----- INCREASED DELI SALAD SALES 41% and reduced markdowns 24% on deli by reinventing the category to improve the quality, assortment, packaging and shelf presentation.

- ----- IMPROVED FRESH CHICKEN SALES 317 BASIS POINTS vs. national brand and fresh perception by 4% in a 150 store test that will proceed into a national rollout in 2011.
- ----- INCREASED SITE TRAFFIC 13X TO WWW.MARKETSIDES.COM by reinventing site to form the first ever website, seamlessly integrated between ratings & reviews, Walmart.com, SEO, and CRM system.
- ----- Trained AND DEVELOPED 15+ MEMBER CROSS FUNCTIONAL TEAM and three direct reports. All direct reports rated at or above target with long-term development ratings in the top 25% of their peer group.

Marketing Manager – Seasonal Marketing

November 2007 - April 2009 (1 year 6 months)

Merchant and Marketing team lead responsible for cross-category seasonal execution of advertising, product, and merchandise display coordination of \$3B + in key seasonal events.

- ----- GAINED 4% AVERAGE SEASONAL SHARE for Walmart's Halloween, spring, and summer merchandise by leading positioning and marketing executions and optimizing \$45+ MM in advertising funds.
- ----- DROVE \$150+ MM IN HALLOWEEN SALES by identifying and advertising key trip drivers and by consolidating creative executions across all departments and online. Resulted in improved sales, customer satisfaction (+16BP), margin (+2%), and Halloween share gain (+3%).
- ----- INCREASED CANDY SALES 8% via base optimization and specialty product introductions. These included "Scary Treats" Halloween section and "Shop by Color" Easter section within seasonal candy. Identified opportunities via Affinova optimization study and Turf Analysis.
- ----- SCORED IN TOP 15% OF ALL ARS TESTED ADS for seasonal advertising. Executed Mother's Day campaign, improving market share by 1.2%, and summer campaign delivering 3% YOY sales.
- ----- TRAINED AND DEVELOPED TWO DIRECT REPORTS and led an 8 member cross functional team

Assoc. Marketing Manager – Brand Marketing

August 2006 - November 2007 (1 year 4 months)

Advertising and marketing lead for 500+ new stores and \$35 B+ in new revenue through directing \$13+ MM annually in media, creative, and event marketing funds.

- ----- DELIVERED A 31% MARKETING ROI by improving media targeting and introducing scalable creative templates. Improved awareness 17%, reduced

production costs 63%. and increased traffic 6% vs. prior campaign. Received "2007 Sparky Award" for innovation in local marketing.

- ----- INCREASED CLICK-THROUGH RATE 4X and a recall 9x by introducing "IP address targeting" to deliver ads only customers within new stores trade areas
- ----- GARNERED \$3 MM+ IN CO-OP FUNDS for store openings with payback period of less than 4 months for participating suppliers.

Black & Decker

Intern

May 2005 - August 2005 (4 months)

- ----- IMPROVED DEWALT NASCAR SPONSORSHIP ROI BY 8%.

Performed research and gained approval to reallocate \$6 MM in sponsorship dollars from track media to higher ROI pre-event product trials. Change implemented following season.

- ----- INFLUENCED ENTRANCE INTO THE \$3.5B MARKET for outdoor power tools via market feasibility study and sensitivity analysis. Study influenced senior management to extend DEWALT brand delivering millions in incremental sales and efficiency savings

Savage Services

Pricing and Logistics Manager

June 2002 - August 2004 (2 years 3 months)

Houston, Texas, United States

Consultant to ExxonMobil, BP, CITGO, Mosaic, and Cargill. Responsible for developing logistics and pricing tools for sulfur (an oil bi-product and key component of phosphoric fertilizer).

- ----- DEVELOPED FIRST-EVER PRICE FORECASTING TOOL for oil bi-products based upon production rates, capacity and custom elasticity models. Resulted in an average division profit increase of 23% for clients.
- ----- ADDED \$4MM/YEAR IN EXCESS CAPACITY by creating a new web based logistics system to optimize \$50MM in rail, truck, barge, and ship transportation vehicles.
- ----- TRAINED AND DEVELOPED TWO DIRECT REPORTS

The Church of Jesus Christ of Latter-day Saints

Volunteer Representative

July 1997 - July 1999 (2 years 1 month)

- Selected as manager for 200 other volunteers overseeing their development, coaching and logistical coordination.

- Fluent in Portuguese; Proficient in Spanish; Conversational abilities in American Sign Language

Education

Brigham Young University
MBA, Marketing · (2004 - 2006)

Brigham Young University
BS, International Finance · (1999 - 2002)

University of Utah