

Fifteen years running commercial businesses from the inside: marketplace and eCommerce P&Ls at eBay and Walmart, category and channel strategy at Colgate-Palmolive and Diageo, business development across the Caribbean with GraceKennedy, and two businesses of my own. Open to the right full-time VP or GM role; available for interim and fractional engagements through Axyom Advisory.

\$900MeBay sneakers vertical, full P&L,
Interim Global GM**\$16M → \$8M**Walmart division, loss to profit in
15 months**+50%**Walmart Sporting Goods
revenue in 12 months**\$2B+**eBay global fashion portfolio,
15+ markets**EXPERIENCE**

eBay · Global Director, Strategy & Operations, Fashion · Operating partner to the SVP Feb 2024 – Aug 2024

- \$2B+ portfolio across 15+ markets. Cut internal SLA turnaround by 50%. Secured the investment for international expansion (+5% annual growth).

eBay · Director, Sneakers Vertical · Interim General Manager Nov 2022 – Feb 2024

- \$900M vertical, full P&L, 20-person cross-functional team. +5% growth in a category declining 10% industry-wide; organic traffic +100%.
- Supported the launch of eBay Live for sneakers, the first category on the platform. Brand partnerships with New Balance and Adidas.

Walmart · Head of Home Decor, Marketplace eCommerce Apr 2021 – Nov 2022

- \$1B+ eCommerce P&L, +16% YoY revenue. Co-developed the eCommerce operating framework adopted division-wide.

Walmart · Senior Merchant, Sporting Goods & Activewear Feb 2020 – Apr 2021

- Reversed a decade-long decline: +50% revenue in 12 months, market penetration 55% → 73%, omnichannel revenue +22%. Led a five-person team.

Walmart · Category Manager, Outdoor Fun & Game Room Jun 2019 – Feb 2020

- \$100M division turned from a \$16M loss to an \$8M profit in 15 months; growing the top line 40%.

Colgate-Palmolive · Team Leader, Category Management, Club Channel Oct 2017 – Jun 2019

- \$4.5M top-line improvement across Costco, BJ's and Sam's Club.

Diageo · Category & Shopper Insights Manager · Sales Analytics Manager Feb 2015 – Oct 2017

- Built the analytics foundation for Diageo's eCommerce division launch; 5.5% growth across a \$450M business.

GraceKennedy Money Services (Western Union network partner) · Business Development Manager, Caribbean Jan 2014 – Feb 2015

BUSINESSES BUILT

Jatalia Marketplace (Earthwise Seeds) · Co-Founder & Chief Growth Officer 2025 – present

- 7-figure Amazon run-rate in under 12 months. Channels: Amazon, Walmart, TikTok Shop, Lowe's; Shopify is the DTC storefront.

Kitchen & Bath Tune-Up · General Manager & Co-Founder 2019 – present

- \$2.2M+ revenue, #1 fastest-growing of 280+ locations, four national awards (2026).

EDUCATION & RECOGNITION

- MBA, Entrepreneurship · University of Technology
- B.S., Business Administration · Nova Southeastern University
- CPCS Certification, Category Management
- Advisory board member, Seton Hall Customer Experience Certificate Program
- eBay for Business Podcast, Episode 234