



# MAX MCTAVISH, MBA

CHIEF EXECUTIVE OFFICER

Advancing Tech Company Growth,  
Value & Profitability - Start-Up to Fortune 50s

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Technology and business executive with a track record of fueling next-level company growth, breaking into new markets globally, and delivering multiple business turnarounds across B2B and B2C markets. Versatile, able to strategize the big picture and manage the fine details. Drove unprecedented growth at Oracle and Amazon. Took a start-up to \$10M in revenue in 2 years. Hands-on leader who builds hard-hitting management teams, wins board buy-in, and infuses a culture of innovation and shared success.



- 200% EBITDA growth, from red to black
- 600% spike in market capitalization
- 20x enterprise value increase
- 1,000% shareholder return



- One of the Best Places to Work Inland Northwest
- 25% spike in employee retention through a culture transformation



- Revitalized innovation through a new operations model and start-up innovation lab



- 200% faster product-to-market
- 8:1 LTV:CAC, exceeding industry standards



*"How am I supposed to recommend Max without writing a book? He is a one-of-a-kind find in business. He can be your next CEO and take you to levels you've only dreamed about in board meetings." – Joe Brown*

## LEADERSHIP PROFILE:

Global reach | \$500M P&L | \$1B gross merchandize value (GMV) | 250 direct & 1,000 indirect reports

Information Technology | Strategic Planning | Corporate Strategy | P&L Management | Business Models | Business Planning  
Strategic Partnerships | Channel Sales | Board Relations | Investor Relations | Marketplace & Digital Retail Business  
Strategic Thinking | Relationship Building | Communication | Problem-Solving | Emotional Intelligence



## EXPERIENCE

MIRAKL – Greater Seattle Area

2019 – Present

*Award-winning cloud-based e-commerce software pioneer for online retailers.*

**CHIEF EXECUTIVE OFFICER (CEO) | \$200M revenue | \$500M GMV | 170 employees | Report to Board**

Recruited to turn around the company. Head the corporate strategy, growth game plan, P&L, product strategies, sales channels, and strategic partnerships. Manage investor relations, partner with the board, and influence consensus on aligned strategies and initiatives.

- **Reversed 28% revenue decline into 20%+ growth. Took -3% EBITDA to 3%+.** Leveraged company assets to launch **new businesses now driving 50% of total gross merchandise value.** Created tech-enabled agency and software. Expanded distribution to digital channels internationally, including Walmart and eBay.
- **Accelerated company's growth trajectory 33% to evolve Mirakl into a \$1B revenue company in 5 years.** Partnered with Board of Directors to raise equity capital and present an inorganic growth strategy to complement organic growth.
- **Boosted shareholder value,** raising stock from \$2/share to \$40/share with 4 quarters of profitable performance.
- **Spiked enterprise value to over 20x EBITDA and reduced SG&A margin 20%+.** Drove outsourcing, automation, and organizational redesign. Repositioned company to generate cash flow.
- **Paved the way for growth by generating \$53.7M in funding** through 2 debt financing rounds and 1 equity financing round.
- **Drove lifetime value/customer acquisition cost (LTV:CAC) ratio to 8:1, more than tripled customer count, and cut churn rate from 10%+ to <5%.** Devised and deployed new digital customer acquisition strategy, operationalized sales and marketing, and enhanced the customer experience.
- **Bolstered operational efficiency.** Pivoted product strategy and steered modernization into an in-demand e-commerce solution for enabling marketplace growth.
- **Transformed culture to win title as one of the Best Places to Work Inland Northwest for 2020, slashing attrition rate from 40% to <15%.** Revamped company mission and leadership principles, established HR function, and built top-caliber leadership team, including Chief People Officer. Instituted career paths, new compensation structure, and development programs.

ORACLE CORPORATION – Redmond, WA

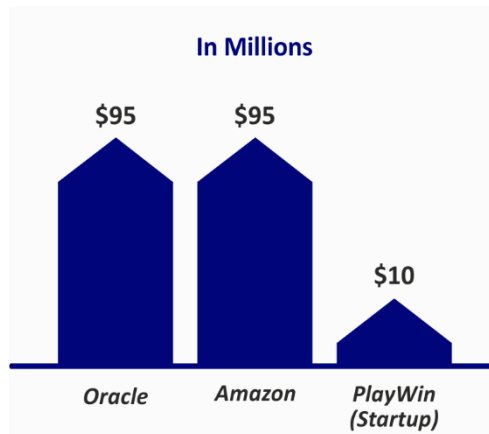
2018 – 2019

A software industry global dominator, a Fortune 50 with \$39.07B in revenue and 135K+ employees globally.

GENERAL MANAGER, WORLDWIDE LEARNING | \$500M revenue | 100-member team

Recruited to advance the B2C and B2B product and program portfolio strategy, quarterbacking operations, sales, business development, marketing, and new product initiatives and engineering.

- **Jumpstarted growth, triggering 100% top-line increase for a flat \$100M business.** Revitalized sales and broke into new markets globally. Operationalized B2B and B2C sales, launched new product, and entered channels in the U.S., U.K., and Africa.
- **Recharged product innovation. 2-Time Gold Star Award-Winner for Innovation.** Took first new product to market in 6 months after 2 years of no new products, followed by multiple iterations. **Cut operating costs 20%.** Transformed operating model; instituted product management function, and a start-up innovation lab.



AMAZON – Seattle, WA

2017 – 2018

World's most valuable brand and largest internet company by revenue. \$386B in revenue and 1.2M+ global employees.

SENIOR MANAGER, AMAZON FASHION | \$300M revenue | 20% EBITDA | 100+ accounts | 75-member team

Recruited to take online shoe business to the next level. Directed product innovation, technology, sales, and marketing strategies.

- **Delivered shoe business turnaround, taking business from \$200M to \$300M in 2 years, without impacting operating margins.** Restructured organization, built partnership with Zappos, and optimized digital business on Amazon.com.
- **Added \$15M to the top line,** increasing traffic acquisition 10% YoY by focusing marketing team on acquisition and conversion through internal and external marketing, including branding, search, paid, and social initiatives.
- **Rejuvenated new business growth, gaining \$50M in new business while improving cash flow by \$10M.** Deployed business development team to secure new vendors in retail shoes and negotiated deals with brands.

PLAYWIN – Seattle, WA

2017 – 2018

Founded in 2014. A trailblazer in the online e-sports betting business with employees across 5 countries.

CHIEF OPERATING OFFICER (COO) | \$10M revenue | 10%-20% EBITDA | 45-member team | Reported to CEO

Hired at company inception to build out operations. Led strategic planning, P&L growth, M&A strategy, and global resource management while overseeing product, engineering, customer service, finance, and HR functional areas.

- **Took revenue from zero to \$10M in 2 years. Grew traffic 300%, raised customer engagement 50%, and boosted customer retention 50%.** Headed initial product launch in Australia and subsequent launches to the U.K. and U.S.
- **Turned operating loss to 20% EBITDA, cutting overhead in half.** Restructured organization, established strategic plan, goals, and metrics for each functional area. Outsourced engineering. Relocated operations to low-cost countries.
- **Laid foundation for investing in growth by winning \$10M in funding.** Conducted 2 rounds of funding targeting Silicon Valley technology investors and A-list Hollywood celebrities.
- **Accelerated new product-to-market time 200%** through acquisition strategies, acquiring and integrating 2 companies.

ADDITIONAL EXPERIENCE:

Product and engineering leadership roles at Oracle (2006 – 2014) and Groupon (2006 – 2012)

EDUCATION

- MBA, Strategy & Finance | The Ohio State University – Columbus, OH 2013
- Master of Science, Computer Science (GPA 4.0/4.0) | Georgia State University – Atlanta, GA 2006
- Bachelor of Engineering, Computer Engineering | University of Mumbai – Mumbai, India 2004

ADDITIONAL LEADERSHIP

- Technology Innovation Advisor | U.S. House of Representatives 2021 – Present
- Advisory Board Member | Seattle Pacific University School of Business – Seattle, WA 2020 – Present
- Adjunct Professor, Business Management & Entrepreneurship | Northwest University – Kirkland, WA 2020 – Present
- Member | Forbes Technology Council 2019 – Present

## Strategy Statement:

Max is seeking a CEO role in a high-growth technology company. I wanted to demonstrate his versatility in start-up and large tech companies and his impact across all organizational areas, including fundraising, profitability, turnarounds, market development, and people leadership.

To accomplish the goal, I developed a comprehensive, high-impact branding statement and summary paragraph, followed by a visual display showcasing key achievements and a testimonial. Below the box is a line summarizing the scope of his past leadership and a section of key competencies. I also integrated bulleted achievements covering various functions throughout the resume. Another visual appears on page two as a graph of revenue increases at the first three employers on that page. The resume concludes with Max's education and additional leadership roles, which further position him as a thought leader in technology innovation.