

# Andy Carpenter

Co-founder at BRANDTRANSFER, LLC.

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## Summary

Bringing fanatics together online to celebrate the brands they love.

## Specialties

Social media, social influence marketing, business development, ecommerce, customer loyalty, relationship marketing, multi-channel retailing, customer segmentation, customer profiling, market research, precision marketing, marketing strategy development, branding, brand development, team building, disruptive thinking.

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## Experience

### **Co-founder at BRANDTRANSFER**

November 2009 - Present (2 months)

BRANDTRANSFER, LLC. is a performance-based Internet sales and marketing agency. We help leading brands develop programs for ecommerce and digital marketing enhancement.

*every.interaction.counts*

### **Director Web Strategy & Operations at Vera Bradley**

October 2008 - November 2009 (1 year 2 months)

Directed all aspects of the ecommerce business including infrastructure, user experience, customer service, logistics and marketing. Managed a team of web designers, coordinators and merchandisers to optimize the marketing and sales opportunities on verabradley.com. Managed affiliate marketing, SEO and SEM strategies to increase site traffic. Led the selection, planning, development and launch of the company's second-generation ecommerce platform to support and strengthen the growth of the consumer-direct channel.

*3 recommendations available upon request*

### **Relationship Marketing Director at Vera Bradley**

October 2007 - October 2008 (1 year 1 month)

Developed social media strategy and orchestrated the launch of FaceBook page which generated over 125,000 fans. Encouraged company executives and teammates to embrace social media including MySpace, Twitter, Flickr and blogs. Leveraged affiliate marketing networks and paid search strategy to increase new traffic sources and drive incremental revenue. Subsequently, verabradley.com was catapulted from a "top 500" site into the top 200 by Internet Retailer magazine, and listed among the top 25 fastest growing retail sites in 2008.

Gathered consumer data from direct mail, ecommerce, email and POS systems to develop customer profiles and refine the company's direct marketing strategies. Led the development of the company's first marketing intelligence database to target high value customers and reduce marketing expense. Managed all marketing research initiatives including seasonal product studies, focus groups, ethnographies and market trend studies.

Utilized consumer data and economic variables to prioritize markets, select retail store locations and identify high-potential wholesale accounts.

*2 recommendations available upon request*

### **Internet Strategy Director at Vera Bradley**

April 2004 - October 2007 (3 years 7 months)

Recruited to this full-time position after leading a team of designers and developers to successfully launch verabradley.com in January, 2004. Developed permission marketing strategy (aka Club Vera) and launched the company's first email marketing system, managed the website redesign/redeployment using Microsoft Commerce Server and Macromedia Contribute, hired staff & development partners and managed projects to completion.

Developed multi-channel strategy including retailer "rewards" program, then re-launched verabradley.com ecommerce store in February, 2006, using an in-house commerce platform integrated with third-party logistics and call centers. Developed online B2B support systems for sales reps & retailer partner stores.

Member of the retail strategy team helping ensure synergy between the online business and new company-owned retail stores.

verabradley.com was named a top 500 site within two years and listed among "Hot 100 Sites for 2008" by

Internet Retailer Magazine.

<http://www.internetretailer.com/article.asp?id=24575>

*3 recommendations available upon request*

### **Sr. Consultant at Crowe Chizek**

May 2001 - April 2004 (3 years)

Specialized in supporting clients' business strategies through Internet and digital media solutions. Responsible for web and multimedia business development, consulting, client & vendor relationships and project management. Developed subject matter expertise in web content management solutions, speaking at company-sponsored forums for business partners and prospects.

### **Brand Manager at Slingshot Bicycle Company**

January 1999 - April 2001 (2 years 4 months)

Established brand guidelines, developed branded marketing materials, developed Internet retail strategy, solicited ecommerce development partners and launched slingshotbikes.com ecommerce site.

*1 recommendation available upon request*

### **Brand Strategy Manager at MarchFirst**

1999 - 2000 (1 year)

Managed a team of information architects, designers and developers for successful relaunch of steelcase.com.

### **Project Manager at Structure Interactive**

July 1998 - April 2000 (1 year 10 months)

Formerly known as Woller, Cook + Misamore.

Managed the design, development and deployment of more than 20 business sites within the dow.com network.

### **Interactive Media Manager at Boyden & Youngblutt**

April 1997 - July 1998 (1 year 4 months)

Formed the agency's first web team, developed client base and managed client projects.

Directed a team of designers, writers, information architects and agency partners through the lfg.com site debut as part of the Lincoln Financial Group national brand launch.

### **Internet Services Manager at Aves Inc**

February 1991 - April 1997 (6 years 3 months)

Responsible for founding the agency's interactive publishing division, developed a team of designers and web publishers, managed business development initiatives and client services.

Major milestones included the redesign and launch of hermanmiller.com and the original websites for Herman Miller for the Home and Meridian storage furniture.

Prior to Al Gore discovering the Internet, I worked as a sales coordinator within the Inquiry Management group, processing sales leads and fulfilling literature requests for Tropitone Furniture, Baker Furniture, ALCOA, Meridian and Guardsman Products.

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## Education

### **Grand Valley State University**

BA, Marketing

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## Honors and Awards

Internet Retailer's Hot 100 for 2008

Internet Retailer's Top 500 (2007, 2008)

## Interests

Author of BrandTransfer blog:

<http://brandtransfer.blogspot.com>

Follow me on Twitter:

<http://twitter.com/brandtransfer>

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## 9 people have recommended Andy

"It was a pleasure working with Andy during his time at Vera Bradley. He understands online commerce and is a master at executing strategy based on specific market conditions. From the outside looking in, he is able efficiently lead his troops down a desired path, which always leads to a successful outcome."

— **Soam Lall (slall@linkshare.com)**, *Director, Strategic Accounts, LinkShare Corporation, a Rakuten Company ###*, was a consultant or contractor to Andy at Vera Bradley

"Andy is a high energy, very creative individual. His hard work and diligent efforts were essential in creating the Vera Bradley website from a start up business to a very successful site."

— **Kim Mack**, *Vice President, Retail, Vera Bradley Designs, Inc.*, managed Andy indirectly at Vera Bradley

"Andy is a creative, well organized individual who gets things done. I highly recommend Andy."

— **Kim Hemmes**, *Partner, Crowe Horwath*, managed Andy indirectly at Vera Bradley

"I worked closely with Andy on various IT-related marketing initiatives from May 2006 through October 2009. Andy is a very sharp and business savvy professional. His knowledge of the Internet, marketing, social media and how they fit together made him a very valuable asset to the organization as we developed our strategies around these topics. Andy is a visionary leader, with the ability to see what could be, instead of being encumbered with what is. He has a healthy discontent for the status quo and is always creating ideas for improvement. I strongly endorse Andy for a leadership position where change is needed and thinking outside the box is a requirement. He is a winner!"

— **Todd Shinabarger**, *IT Director, Vera Bradley Designs*, worked with Andy at Vera Bradley

"I worked with Andy in helping his team prepare for a website relaunch as part of a consulting engagement. What struck me most during the time I worked with Andy is how incredibly passionate he is about his work and the eCommerce space. He shows dedication and support for his team and is forward thinking when it comes to driving a successful online business."

— **Amy Tsai**, *Sr Associate Consultant, Fry Inc*, was a consultant or contractor to Andy at Vera

## Bradley

"Andy Carpenter is what a true visionary should be in direct marketing today. . He is very focused on where he wants to go, where he wants to take his company, and what he needs to do for their customer to get there. He understands the soft side of the marketing space, and is connected to the digital side, and what its advances in technology can bring to the brand and its advocates. In this way, Andy finds a painless way to keep raising the bar, and keep his brand and initiatives at the front of the curve. While being a visionary, he understands that at times one needs to be pragmatic in order to get things done. He loves his brand, his products, and his team, but at the root of his passion and drive is his concern for his customer's shopping and buying experience."

— **Steve Topper**, *Strategic Consultant, Experian*, worked directly with Andy at Vera Bradley

"Working with Andy is always an engaging experience. He possesses a unique blend of innovation, spontaneity and insight making it a pleasure to work with him and his team. As a marketer Andy is in the vanguard constantly seeking new ideas to extend his company brand to nurture consumer relationships with results. Andy is held in esteem amongst colleagues and viewed as a valued contributor on the executive team."

— **Dave Katz**, *Client Partner/Vice President, Experian*, was a consultant or contractor to Andy at Vera Bradley

"Andy has a broad skill set including the ability to see opportunities that may be on the horizon and then formulating a vision to get things done. He is personable, easy to work with and very professional."

— **Gary Mahieu**, *President/CEO, iMart Corporation*, was a consultant or contractor to Andy at Vera Bradley

"Andy did an excellent job leading our internet brand strategy - creating a balance between our branding goals, and our e-commerce ROI. He helped identify our brand "touch points", and created integrated web strategies to reach each them. Andy was great to work with - his positive attitude and industry knowledge made him a valuable resource."

— **Scott Templar**, was Andy's client

[Contact Andy on LinkedIn](#)