

Conner Fryoux

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Skills

Scrum Agile, SAFe Certified, Longterm and Shortterm roadmapping, Technology and Operational Budget and Financial Forecasting, Keynote Speaking, Executive Leadership Presentations, Google Analytics, HEAP, Hubspot, Salesforce Marketing Cloud, Salesforce Commerce Cloud, Salesforce CRM, Microsoft Dynamics 365, SAP, AI and Machine Learning Implementation, Python, SQL, HTML, Jira, Basecamp, Miro, Magento, Wix, Shopify, Native Mobile App, Geo-Targeting, Sales Management, Operations, Analytics, Marketing, Customer Journey Mapping.

Differentiator

Regardless of the industry, economy, or in the heart of a global pandemic, I have been able to plan, budget, and deliver REAL bottom line conversion metrics. I am an innovator that challenges norms and puts the consumer at the heart of all decisions. I handle high stress, am comfortable in communicating with executive leadership, and a leader of large and small teams. I have worked with every major platform, have experienced public and private enterprise and startups, and navigated each industry at the worst times: restaurants during pandemic, mortgage during the housing crash, e-comm during a downturn economy. All of which led to a massive increase in revenue and productivity from projects and products I led. I am a perfect mesh of Business, Technology, and Analytics.

Experience

2021 - PRESENT

loanDepot, Plano, TX – Sr. Director of Product

- Five managed product teams (9 reports) overseeing top of funnel and end to end customer experience (CRM, Marketing, Sales, Servicing, Joint Venture)
- Replatform of CRMs and Telephony system integrated with AI and Machine learning to drive sales behavior and customer outreach automation generating an additional \$40MM per month in revenue
- Implementation of an inhouse Customer 360 view that facilitated a 7% increase in conversion pull-through via a seamless customer experience and journey orchestration.
- Creation of four new orchestrated customer outreach channels (SMS, Web Chat, Mobile app Push and Message center)
- Lead the operational process of SAFe Agile and standup of a product organization strategy

2020 - 2021

Sally Beauty Holdings, Denton, TX – Director of Product

- Three managed product teams (4 reports) overseeing (B2B Web, B2C Web, Mobile App, Order Management System)

- Increased Average Order Value by 6%, B2B Order Frequency placed per month by 14% and Reduced Customer Order Time by an average of 38 minutes, through the launch of various digital products (Quick Order, Buy Online Pickup in Store, Delivery, ...)
- New launch of the CosmoProf B2B website that lead to a 20% lift in monthly volume
- Created a Native App for the CosmoProf B2B and Portal that lead to the partnership of the largest hair salon group in the industry generating over \$1B in annual sales
- Reduced inventory and shipping cost by 12% with new OMS launch and delivery integration

2018 - 2020

TGI Fridays, Addison, TX- Sr. Product Manager

- 300+% lift in digital sales YOY with the launch of Fridays Web and Delivery Partnerships
- Launched a Native App with a focused strategy around loyalty that lead to an initial 15% lift in loyalty signups MOM for initial 5 months post launch.
- Leveraged geo-location and in-app messaging to drive new marketing opportunities
- Launched SAP Marketing cloud, managed business intelligence for digital applications, and oversaw delivery negotiations and marketing opportunities and digital marketing calendars.
- Created the idea, Designed and filmed the initial pilot for a NetFlix Show. (Canceled due to Covid)

2017 - 2018

Fossil, Richardson, TX - Marketing Manager

- Oversaw Email and SMS channel for 8 of our 11 brands with over 7.3MM subscribers
- Analyzed, reported, and adjusted marketing strategies
- Managed the migration from Oracle to Salesforce Marketing Cloud
- Supported the launch of three new brands (GTM strategy and Branding)

2015 - 2017

Tao Motor, Richardson, TX - Marketing Director

- Managed all marketing aspects and financial planning of Tao Motor and subsidy brands through digital, print, video, commercial, radio, telephony, dealer outreach, and web components (roadmap, implementation, reporting)
- New North American campaigns saw a lift in click per spend by 37% YOY
- Spearheaded the rebrand of Tao Motor and Tao Motor Parts
- Launched a B2B dealership program and portal to grow B2B channels
- Launched Amazon FBA channel to increase sales by 120% YOY

Foundation

- Athlete & Pressure - Previous Division 1 NCAA Kicker and NFL Free Agent
- Entrepreneur - Started my own business out of college that I was able to hand to my father
- Location - Comfortable with in person onsite roles and willing to relocate
- Vision - I want to grow into a future CEO of an organization by understanding all aspects