



Paul Austin-Menear

Swiss Army Knife for Hire

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Hi there, I'm Paul.

I'm a self-starting, highly driven professional with a focus on preparing for the road ahead. I believe that building a resilient, successful organization requires a talented team working in the business—and a **discipline about working on the business**. This is a key outcome of my work, especially where it intersects with the design and implementation of systems which improve labour productivity and create synergies.

Colleagues have often referred to me as a Swiss Army Knife—I possess a knack for applying systems thinking and other soft skills to a wide variety of challenging problems and functions across an organization. I've led teams and task forces with marketing, operations, supply chain, product development, and technology management objectives over the years. This has afforded me the multidisciplinary experience and perspective to act as a bridge between groups that don't always speak the same language or have consistently-aligned priorities.

Sense an opportunity? Let's talk—the best time to roll up our sleeves was yesterday. The second best time is today.

Sincerely,

Paul Austin-Menear

Guerilla Marketing Paul

Intrapreneur :: Builder :: Servant-Leader :: Player-Coach

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MARKETING LEADERSHIP PHILOSOPHY

Listen first, sell second. Words spoken by Dale Carnegie sixty years ago that couldn't be more relevant today. In the digital age, we're constantly bombarded by messages and content that demand our time and focus. Many marketers try to stand out by being pushy, in person or on message. Let's be different. Let's start by understanding what resonates with our customers, and delivering an experience which delights. To create sustainable value and ongoing success, marketing cannot be a silo—it must be a practice which permeates the entire organization.

PROFESSIONAL EXPERIENCE

Nanoleaf, Toronto, Canada — Director, Digital Strategy

NOV/2016 - JAN/2021

Led the strategic development and implementation of digital marketing and sales programs—with a specific focus on adaptive budgeting based on channel ROI measurement. Led solution procurement and implementation of the Nanoleaf Shop (a global, customer-centric eCommerce property). Staff complement : 5 FTE at global HQ in Toronto, Canada.

- Grew first-party eCommerce revenues an average of 30% annually through 2021 (US\$12m revenue in 2021) ;
- Managed an aggregate paid media budget of US\$250,000 at an average 4.8 RoAS ;

Professional experience abridged for brevity. Full chronology available at <https://www.linkedin.com/in/pwamenear/>.

NOTABLE PROJECTS

Headless eCommerce Implementation — Shopify Plus (2019)

Architected and led the implementation of a headless eCommerce stack leveraging Shopify Plus (Enterprise) as the underlying order management system for the global group. The implementation featured a serverless application (static html node) for marketing and commerce UX, custom integrations for global 3PL sites, and a mix of custom-built and customized off-the-shelf integrations for marketplace selling and programmatic advertising. Revenue increased 12% in the quarter after launch (on a normalized for seasonality basis).

CROSS-FUNCTIONAL SKILLS

Critical Thinking.
Situational Awareness.
Systems Thinking.
Communications.
Leadership & Coaching.
G.S.D. (a.k.a. “pitter-patter..”)

FUN FOOTNOTES

Exhibited at major industry events globally: LFI / San Diego (2017), CES / Las Vegas (2017, 2018), L+B / Frankfurt (2018)

Lived and worked in Paris, France for ten weeks in 2018 to establish Nanoleaf Europe SAS.

Guest-hosted webinars with Microsoft on human-centric automation design in 2022.

Invited to lead merchant solutions workshops at Shopify's annual developer retreat in 2022.

Near-universally loved by small children and pets to the annoyance of my wife, who is initially ignored by them as a result.