

RYAN SERPAN

Marketing & Transformation Leader | AI Strategy | Executive Advisory | Digital Innovation

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EXPERIENCE

Global Practice Head

AI Innovation & CX Transformation

📅 10/2021 - Present 📍 Blend360 - Denver, CO

- Post M&A Integration of FutureProof AI and Engagement Factory into Global CX business model
- Primary consulting services focused on advertising, digital marketing organizations, marketing and audience strategy, designing digital media operating models, implementing applied AI, and supporting performance measurement
- Scaled AI-powered consulting practice from \$3M to \$50M+ in under 18 months by architecting GTM strategy, building high-impact delivery teams, and forming enterprise partnerships
- Guided multi-year AI and CX transformation initiatives across Fortune 100 clients, including Verizon, Comcast, NBC Universal, Boost Mobile, Dish, Lowe's, CVS, Carter's, and Hyatt - driving personalization, decisioning, and performance measurement outcomes
- Led executive strategy and secured C-suite alignment across CMOS, CXOs, and CDOs by acting as a trusted transformation advisor and translating complex technology into business value
- Spearheaded the firm's analyst engagement strategy (Forrester, Gartner, Everest, AIM), establishing category leadership and strengthening credibility in enterprise AI services
- Simplified proprietary frameworks and offerings, including the 2x2x2 sales motion, Agentic Acceleration Framework, and Value Realization Office (VRO), enabling scalable delivery and sales expansion
- Delivered keynotes and panel sessions on AI-powered CX, GenAI, measurement, and personalization at industry events and client forums, positioning Blend 360 as a market leader in applied AI

SVP, New Brands, Products, and Go-to-Market

Healthy Lifestyle Brands

📅 05/2018 - 11/2021 📍 Denver, CO

- Led full venture lifecycle for multiple consumer brands-from market research, business modeling, and funding acquisition to product design, brand development, and multichannel go-to-market execution.
- Physical Product Design and Development.
- Will Smith Men's Skin and Facial Care (razors, electrics, components).
- Zac Brown Hard Goods, Headphones, Virtual Concert Experiences, Bluetooth Speakers, Camp Gear.
- CopperState Farms Cannabis Products, Vape Products, Customized Cones, packaging.
- Fantastic Fungi Nootropic Products Kits.
- Denise Austin Fitness Bike, Compact Treadmill, Fitness Kits. Universal Music Headphones, Hard goods.
- Developed and launched several successful consumer products, including. VitaminAdvisor.com, scaled from \$2M to \$15M in revenue and successfully acquired by The Vitamin Shoppe (5x multiple).
- Jukebox Cannabis, now a top-selling product line in the Arizona market for Copperstate Farms.
- Overhauled digital brand strategy for celebrity and licensed brands, overseeing SEO, SEM, content marketing, data monetization, and retail media initiatives to drive audience growth and revenue performance.
- Designed and executed integrated marketing ecosystems blending DTC e-commerce, paid media, and retail channel strategies-creating scalable demand generation engines.
- Built financial models and pitched to boards and investors, securing funding and aligning stakeholders around growth roadmaps and commercialization plans.
- Excelled in high-pressure startups, showing agility in strategic leadership and execution, achieving business growth. Interviewed, hired, and managed large teams across digital marketing and direct to consumer operations.

SUMMARY

- Enterprise transformation leader with 20+ years driving growth for Fortune 100 brands-scaling consulting portfolios from \$3M to \$50M+ and delivering \$100M+ in digital and AI-powered value in CX and digital marketing.
- Builder of high-performance teams, leading 90+ globally across go-to-market strategy, solution design, and P&L execution in telecom, retail, health, and technology sectors, with a focus on media, advertising, and marketing
- Strategic advisor to C-suite leaders (CMO, CIO, CDO, CEO), spearheading AI, CX, and marketing transformations at Verizon, Samsung, T-Mobile, Shaw, UPS, CVS, and DirecTV. Specialist in tech-powered marketing, with hands-on expertise in agentic decisioning, personalization, DTC and B2B marketing, performance media, advanced measurement, and full- stack MarTech modernization.
- Deep experience in digital media, programmatic media, search marketing, social advertising, affiliate and network marketing, with overlap to traditional OOH, Television and Radio - Over \$100m annual budgets managed
- Recognized thought leader and speaker on GenAI, first-party data activation, and AI-driven CX transformation

KEY ACHIEVEMENTS



Practice Expansion Success

Expanded consulting practice from \$3M to \$50M in under 18 months.



Revenue Growth Achievement

Increased VitaminAdvisor.com revenue from \$2M to \$15M through digital media and direct to consumer marketing in 6 months, resulting in a 5x acquisition multiple and rapid exit.



Cost Reduction Success

Reduced lead costs from \$30+ to under \$20, increasing lead volume by 30-40%.



Client Success and ROI

Secured \$100M+ ROI through client engagement and high-value account management.



\$5m-\$120m Revenue Growth

Build digital marketing function and accelerated revenue from digital channels from \$5m annually to over \$120m within 18 months

EXPERIENCE

Senior Strategic Consultant

Publicis SapientRazorfish

05/2017 - 08/2018 Denver, CO

- Advised Fortune 500 C-suite and SVP leaders on digital strategies, including martech, personalization, lifecycle marketing, and analytics, in Telecom, TMT, and Financial Services.
- Designed and tracked strategic roadmaps for enterprise marketing and digital ecosystems, aligning customer experience goals with measurable business outcomes.
- Played a key role in GTM and revenue growth, supporting new logo pursuits and solution-based sales through executive presentations, strategic proposals, and industry thought leadership.
- Led multidisciplinary teams of directors and managers, delivering complex transformation programs integrating Adobe, Salesforce, Oracle, and Google Marketing Cloud technologies.
- Represented the firm as a thought leader and subject-matter expert, contributing at industry events and connecting with analysts to drive visibility and credibility.

Digital Transformation Executive

WellBiz Brands

10/2016 - 05/2017 Denver, CO

- Led enterprise-wide marketing transformation. Centralized digital marketing across 400+ franchise owners, reducing inefficiencies and enabling growth.
- Redesigned the digital customer experience including CX, strategy, loyalty, and personalization. Led martech stack upgrade: CMS, email, analytics, media.
- Implemented advanced analytics and reporting, delivering transparency to franchise operators and executive-level insights for the CEO, CMO, COO, and CIO.
- Achieved rapid transformation within 8 months, resulting in 30-40% increase in lead volume across the franchise network.
- Cost-per-lead reduction from \$30+ to under \$20.
- Increased franchisee satisfaction and alignment during consolidation of control.
- Served as the executive liaison and change leader, overcoming skepticism from hundreds of operators through transparent communication, measurable wins, and collaborative execution.
- Enabled organizational alignment that supported a successful private equity exit, showcasing the program's strategic impact on valuation and growth trajectory.

Senior Director, Digital Strategy & Transformation

Merkle

09/2013 - 10/2016 Denver, CO

- Led marketing transformation for Telecom, Media, Travel, Finance. Focused on personalization, automation, advanced analytics.
- Owned client engagement and P&L for high-value accounts, achieving strong revenue growth through expansion and retention strategies.
- Built and scaled teams of consultants and strategists to deliver digital enablement programs, including large-scale martech stack implementations (Adobe, Oracle Eloqua, Salesforce Marketing Cloud).
- Partnered with C-suite stakeholders to define data-driven marketing strategies, media optimization plans, and personalization programs that drove measurable ROI.
- Influenced GTM and solution development, contributing to analyst engagements and representing Merkle in industry forums and executive briefings.

Founder & CEO

Aevium Digital

01/2004 - 11/2010 Denver, United States

EDUCATION

Bachelor of Science in Business Administration

University of Colorado, Leeds School of Business

2005 Boulder, CO

SKILLS

Martech Transformation		Adwords	
Media Strategy		Ecommerce	eloqua
Google Ads		Marketing Operations	
Adtech	Pega	Salesforce	SEO
Oracle Cloud		Omnichannel	
Personalization		Ai-Decisioning	
Digital Marketing		Digital Transformation	
Transformation Consulting			ERP

SPEAKING ENGAGEMENTS

- Pega World – Verizon's Project Turing Omni-Channel Hyper-Personalization Value Office
- Human memory and how it influences marketing and marketing automation, Disney Internal Global Marketing Conference, Anaheim, CA
- Client case studies in personalization for travel and tourism industry, Salesforce Connections, New York, NY
- Global 1st party database deployment, automated marketing tactics and optimization tactics for B2B, Serius Decisions, Nashville, TN
- Automated marketing strategies for personalization and 1st party data, Adobe Summit, Las Vegas
- Forrester CX 2024 – Top challenges of CX in the modern era of Data and AI
- Pega World – Roundtable discussion leader on agentic frameworks, applied machine learning, & hyper personalization