

JOHN R. SEEBECK

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PROFILE

Chief Executive Officer and Board Member with the strong combination of multi-channel business leadership, financial acumen and extensive capabilities in P&L management, strategy development and execution, marketing and digital commerce. Customer-focused transformation expert who brings a track record of growth and profitability in competitive branded categories.

- Trusted advisor to and partner of Executives and Board of Directors, valued for honesty, decisive leadership and ability to create a clear business vision, building consensus to execute on strategies that lead to growth, efficiency and profitability.
- Collaborative, innovative problem-solver who understands how customers buy.
- Respected business leader and industry professional with a passion for innovation and technology, and expertise in delivering large-scale digital and go-to-market transformations.
- Compassionate leader, builder and guide of successful teams, who inspires and empowers employees to develop professionally and to succeed in executing on strategies.
- Strong communicator, both written and oral, public speaker and presenter who clearly explains complicated information in simple terms to a variety of constituents.

PROFESSIONAL EXPERIENCE

Guild Brands, Connecticut and Wisconsin

2022 – 2025

Multi-brand platform of online retailers selling unique artist-made home décor, art, apparel and jewelry. In 2024, net revenue was \$58.7 million, gross margin was \$30.86 million, variable contribution margin was \$16.36 million and EBITDA was \$2.06 million.

Chief Executive Officer

Responsible for all aspects of two direct-to-consumer brands, including Board of Directors communication and accountability. Reported to Board and oversaw Leadership Team in Finance, Merchandising, Marketing, Technology, Operations and Human Resources.

- Led a multi-year “Mandate for Change” to improve merchandise offering, marketing productivity, customer acquisition tactics, technology footprint and technical debt while paving the way for call center consolidation and third-party fulfillment.
- Upgraded Leadership Team and built a shared services capability to support multiple brands effectively and efficiently in marketing, creative and technology.
- Reset Uno Alla Volta brand for future growth and profitability; brand went from -\$954,000 EBITDA in 2022 to \$504,000 for 2025.
- Led investment in private-label merchandising, resulting in increased net revenue and gross margin for Artful Home brand – gross margin gain versus regular market suppliers of +1,800 basis points and annual EBITDA improvement of +30% due to new offshore manufacturing.
- Consistently exceeded retailer benchmarks for Net Promoter Score / customer satisfaction excellence (75 for existing customers and 68 for new customers versus 55 benchmark).

CDW, Lincolnshire, IL

2014 – 2022

CDW (Nasdaq: CDW) is a provider of technology products and services for business, government and education.

Vice President & General Manager, Digital

Responsible for the development and execution of Digital strategy and the end-to-end customer experience on CDW.com. Reported to Chief Growth & Innovation Officer. Oversaw team of 120 Product Managers, Designers, Merchandizers, Analysts, Demand Generation Team Members and Digital Leaders. Managed \$100 million budget.

- Redefined CDW go-to-market strategy, creating customer segment worth 3x-4x as much as traditional offline-only customer.
- Grew digital revenue 70% to \$4.2 billion in 2021 versus 2015; digital revenue outgrew CDW revenue on average +600 basis points 2017 to 2021 (excludes 2020).
- Grew team 163%.
- Redesigned CDW.com site, resulting in \$35 million in incremental annual revenue lift.
- Evaluated CRM; selected and launched Salesforce.

Crate & Barrel / CB2, Northbrook, IL**2001 – 2014**

Crate & Barrel is a leading global specialty retailer offering modern, high-quality furniture, housewares and decor. CB2 is a sister brand featuring home furnishings geared toward young adults.

Vice President – eCommerce, Crate & Barrel/CB2 (2010 – 2014)

Direct Marketing Business Director, Crate & Barrel/CB2 (2002 – 2010)

Senior Internet Manager, Crate & Barrel (2001 – 2002)

Responsible for building digital marketing and eCommerce organization over a 13-year period, in roles of increasing responsibility, culminating in a Direct Report to CEO with full P&L responsibility.

- Advanced through the Marketing organization leading Direct and Database Marketing for an eight-year period and working closely with Founder and CEO Gordon Segal from 2001 to 2008.
- Oversaw growth of eCommerce to 45% of total company sales.
- Defined and executed merchandising, design, development and user experience aspects of emerging technologies and changes to company websites and mobile properties.

Earlier Professional Experience:

Refined Site, LLC, New York, NY, 1999 – 2001: Principal & Co-Founder

Circuit City Stores, Inc., Richmond, VA, 1994 – 1999: District Manager (1997 – 1999); Store Manager (1994 – 1997)

Johnson & Higgins, New York, NY, 1986 – 1992: Assistant Vice President

BOARD EXPERIENCE

Shorr Packaging: Board Of Directors, 2018 – Present

Recruited for expertise in creating technology solutions to drive business, customer growth and profitability. Advises on the design and enhancement of customer-facing technologies that have resulted in unique and sustainable competitive advantages during a period of significant growth. Serves on Compensation Committee.

Origin Ventures: Advisory Board, 2015 – Present

Provides investment due diligence as well as strategic direction and operational expertise for Origin’s portfolio companies as they refine their go-to-market strategies and approaches for new customer acquisitions.

Para.Mar Dance Theatre, 2024 – Present

Serves as Advisor to Board Chair for company’s first-ever Board of Directors and Chair’s first Board Leadership role on both audience and donor development and financial management. The contemporary ballet repertory company centers on unique identities of artists and audiences, grounded in artistic excellence and radical accessibility.

National Retail Federation: Board of Directors, 2002 – Present

Recruited to guide digital arm (Shop.org) of the National Retail Federation through its acquisition and then go-forward strategy design and execution, membership growth, thought leadership and event design.

Wavetable Labs: Board of Directors, 2013 – 2014

Advised CEO in the fast and successful repositioning of the distressed technology company, resulting in raising capital and acquiring competitive company, PowerReviews, for \$35 million in 2014. (Board dissolved after transaction.)

Giordano Dance Chicago: Board President, 2003 – 2011

Led iconic global dance brand in its largest audience and capital growth era ever.

Chicago Jets Hockey Club: Founding Board Member, 2004 – 2009

Helped create new and lasting youth hockey program through mission, vision, fundraising and leadership decisions.

EDUCATION

University of Virginia Darden Graduate School of Business, Charlottesville, VA: Master of Business Administration – MBA

University of Richmond, Richmond, VA: Bachelor of Arts – BA, Economics

AFFILIATIONS

Collaborative Gain: Member