



Art of Digital Commerce

Ignite. Fuel. Propel.

Crafting AI-Accelerated Solutions and
Shaping Audience-Savvy Strategies that are
Driven by Insights, Value, Action, and
Effective Execution.

Anna Taylor



AI readiness isn't optional.

AI adoption is a priority.

AI returns are essential.

Does your revenue and ROI demonstrate mastery or do they miss the mark? Under-performance means it's time to rewrite the operations formula and reignite the trend line.

Exponential Growth

For mid-cap brands pursuing sharp growth and aiming to reach \$2B+ revenue, it is all about rapid execution, adaptive escalation, audience evolution, and omnichannel dexterity.

With every partnership, my core objective is **performance and profits**.



The Transformation

To drive exponential revenue growth, organizations must rapidly elevate their digital expertise, market agility, and operational velocity.

The aim is to create mainstream magnetism, scalable growth, and thriving market expansion.



Change Trajectory

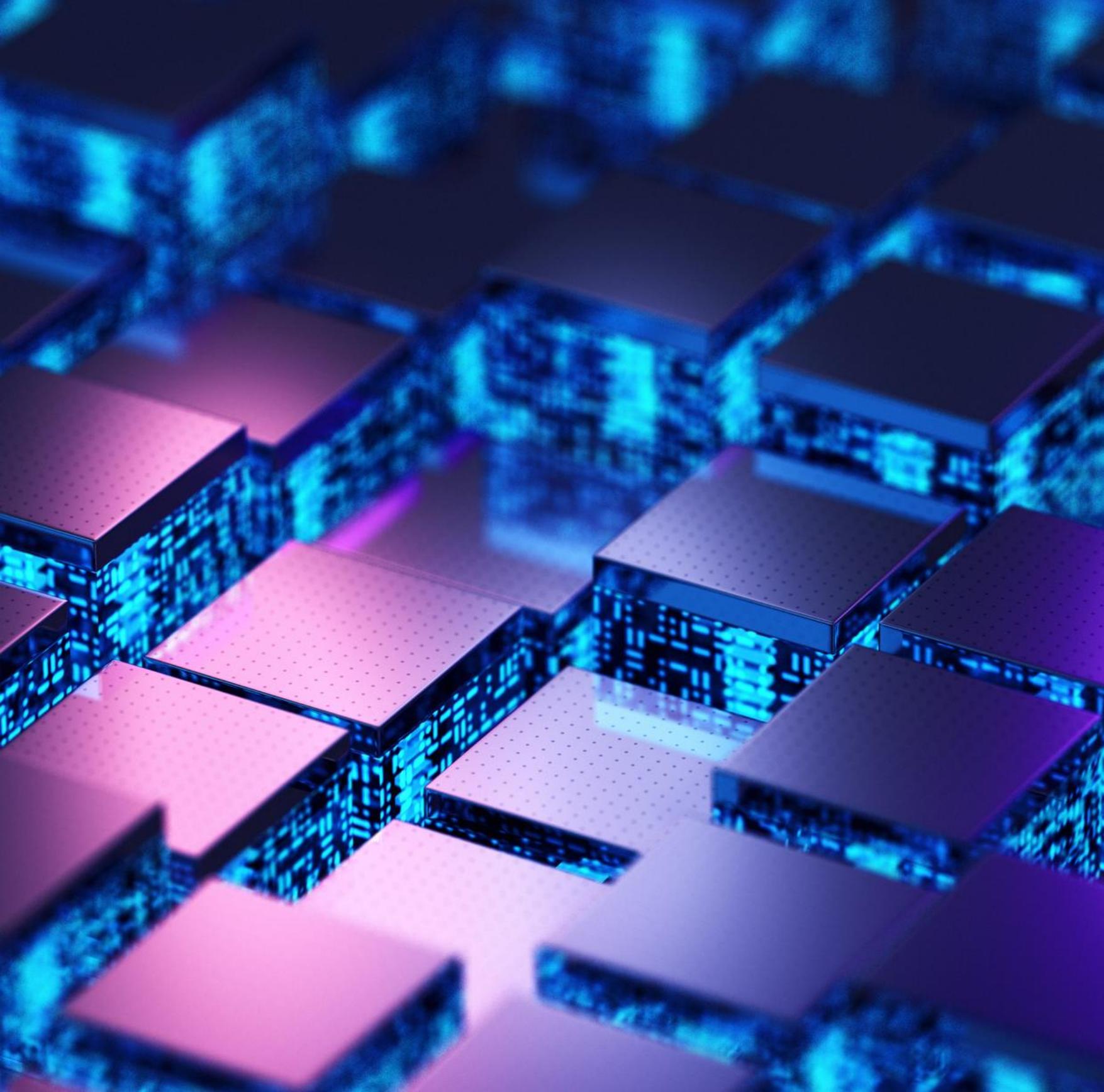
My function is to turn transformation ambiguity into execution.

Crystallize Goals Into Actionable Initiatives

My purpose is to decode strategy into deliverables.

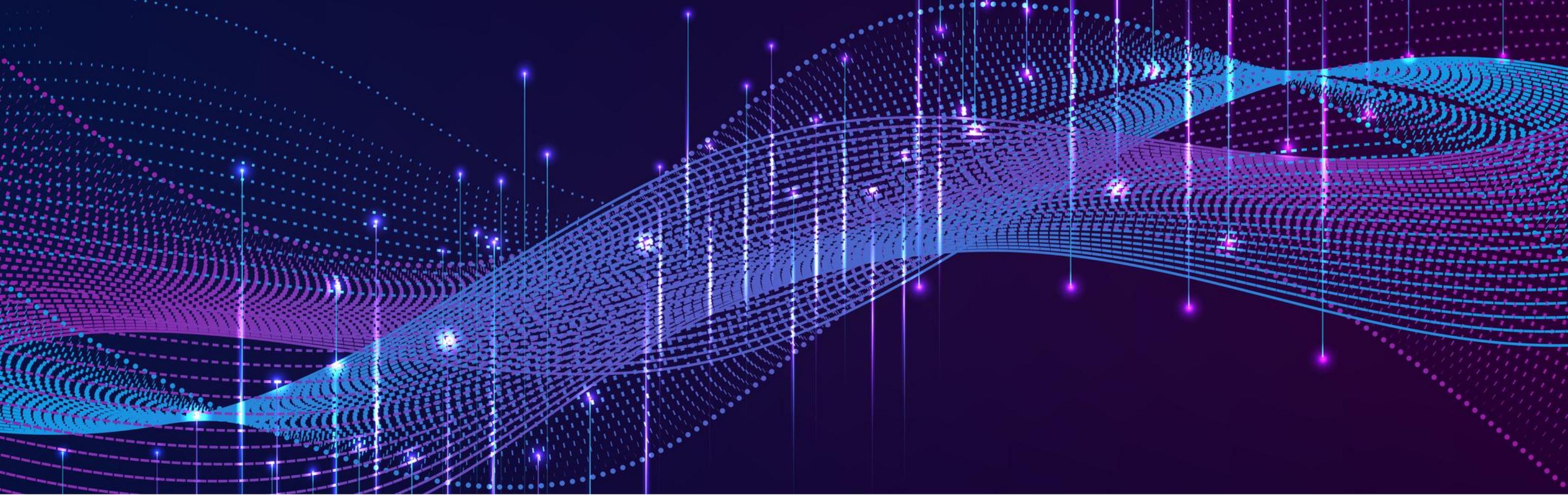
Operationalize AI to Drive Measurable Impact

My mandate is to instill AI command and confidence in teams to flourish into top-performers.



The Competitive Edge

While technology fuels the digital engine, today's competitive landscape requires a pioneering, AI-elevated, industry-tailored strategic combustible to propel performance.



My Priorities – Business and Technology

- RevOps & AI intersection
- Cutting-edge tools (with human oversight)
- BI, data visualization & analysis
- Impact stats & ROI metrics
- Proof-affinity, provider-agnostic tech stack
- Adjustable system throughput to meet demand
- Reflexive solutions architecture
- Security requirements including firewalls, access controls, and full auditability



My Priorities – Marketing and Projects

Pipeline & PM

- Pipeline orchestration playbook
- Agentic PM with high-tempo & adaptive flow

Experience & Design

- Gripping & persuasive 'experience-first' design
- Cognitive-led & intuitive experiences
- RITE (rapid iterative testing and evaluation)

Brand & Content

- Prolific UVP and brand messaging
- Personalized, signal-based content

Execution & Growth

- Modern, data-driven acquisition toolkit
- Holistic problem solving & triaging
- Agile & iterative testing
- Experiment-and-learn mindset

Why me?

I'm a rare cross breed of creative acuity and technical fluency.

A split personality inhabiting front-end inspiration with back-end ingenuity, along with a full understanding that every basis point of efficiency and every percentage point of growth differentiates successful initiatives.

Dual Mastery

CX

Requires building personalized, audience-savvy campaigns, social influence, brand stickiness, and monetized engagement.

Technology

Involves system optimization with tool selection and monitoring, uncovering and mitigating technical debt, and managing costs and complexity.

Deliverables

Comprehensive Roadmap

Using Data Intelligence to Achieve Performance-driven Objectives

Re-engineered Operations

With Automation and Efficiencies

Value-based AI Implementation

To Harness Agentic Capabilities

Digital Ecosystem

And Sophisticated MarTech Stack

Accelerated Market Expansion

And Scalable Growth

Well Architected Customer Journeys

And High Converting Touchpoints

Empowered Team Performance

And Boosted Productivity

Optimized Budget Allocation

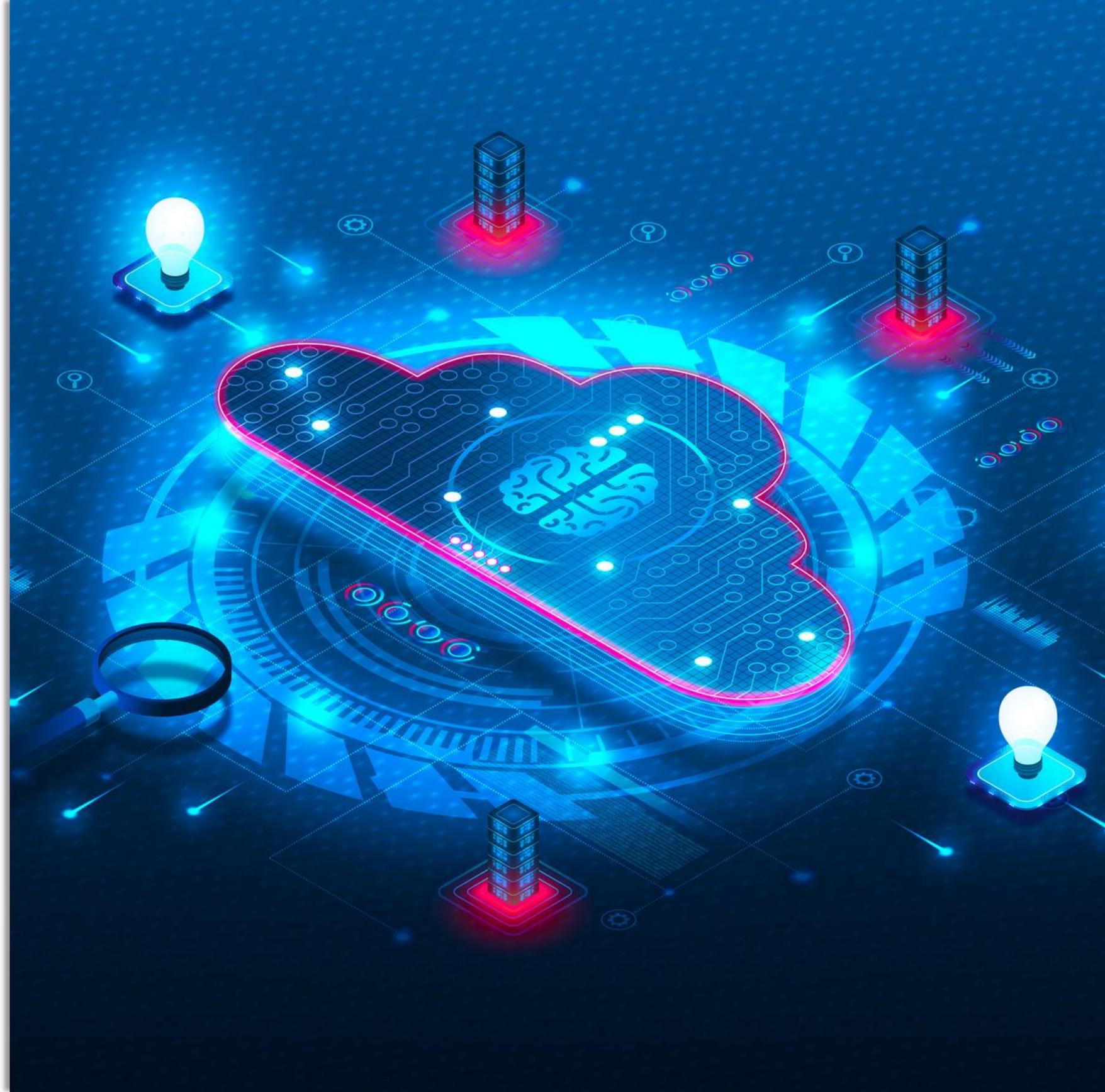
To Maximize ROI

The End Game

Enterprise-wide advancement in innovation, AI-literacy, and performance.

-and-

Proven frameworks and strategies to grow, optimize, and run efficient RevOps.





No, I'm not in the clouds (albeit technology often is). I'm grounded and realistic in my thinking - fully committed to solutions that are aligned to **business goals, priorities, and budget constraints.**

Leaders must always be bold and far-reaching while maintaining a practical approach to time, resources, impact, and cost sensitivity.

Why I'm the **Right Asset**

- 1 I'm a champion of agility, iterative testing, and swift execution.
- 2 I have deep expertise and operational acumen across ecommerce, digital channels, and marketing.
- 3 I'm hands-on with a team to build resonating and revenue-generating experiences, always centered on growth.

Proven and Resilient Leadership

I don't mimic nor follow prescribed processes. No generic solutions. I speak authentically and with confidence while carefully listening and engaging to ensure optimal pathways are forged.

I recognize that speed matters, and so does clear, audacious actions.



What's in it for YOU?



Let's Shape Future Success

I will perform a **complementary strengths assessment** of the online customer experience and the brand's positioning & authority.

Following that initial report, you can decide if a more in-depth dive would be advantageous to identify weak points and opportunities in brand health, demand quality, conversion efficiency, and the effectiveness of AI-enabled business investments made to drive profitable growth.

Bottom Line

Your team must be laser-focused on impact, value, and efficiency.

Don't let stagnation be your slow-moving downfall.

I've got real firepower and I develop bulletproof plans.

Time to surge ahead of your rivals. Let's tackle the mission and grand vision together.

Reach out when you're ready.