BRIAN RUNDELL

Vice President of eCommerce

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eCommerce leader with 20+ years across marketplaces, B2B, and DTC, including $85M+ marketplace portfolio experience. Leads teams, owns forecasts and P&L responsibilities, and builds reporting and practical tools that connect business decisions to daily operations.

LEADERSHIP AND CAPABILITIES

Marketplace strategy and account leadership; P&L, budgeting and forecasting; product data and assortment management; inventory and fulfillment; executive reporting; team development; practical automation and AI adoption.

CURRENT EXPERIENCE

CRESTVIEW COLLECTION / PORCH VIEW HOME

October 2023 - Present

Vice President of eCommerce | Current role

Previous role: Senior Director of eCommerce, beginning April 2026

- Lead eCommerce across both brands, covering marketplace, B2B, and DTC channels, team priorities, forecasting, budgets, product data, and P&L accountability.
- Build reporting across sales, advertising, promotions, operations, product performance, and catalog health to support daily, weekly, and monthly decisions.
- Develop recurring reviews, sales-enablement tools, and product-content workflows that keep context, ownership, and follow-up visible.
- Lead company-wide AI strategy and practical adoption, with human review and clear responsibility for decisions.

Director of eCommerce | January 2024 - March 2026

- Led channel strategy, forecasting, inventory analysis, pricing governance, and marketplace execution. Implemented Salsify PXM for product data governance and channel readiness.

eCommerce Senior Account Manager | October 2023 - January 2024

- Managed marketplace accounts and evaluated category mix, content, pricing, and competitive positioning.

TECHNOLOGY EXPERIENCE

Business and channel systems: NetSuite, Salsify, Radial OMS, Rithum, Shopify, Magento, Salesforce, Syspro, and marketplace platforms.

Reporting and automation: Excel, Power BI, Power Automate, SharePoint, Google Analytics, Google Ads, Claude, ChatGPT, and Codex.

Independent development: Next.js, TypeScript, React, Tailwind CSS, MDX, and Cloudflare Pages. Personal projects are separate from employer systems.

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Career experience and selected results

FANTASTIC FUNGI

eCommerce Manager | July 2022 - December 2023

Managed Shopify, Amazon FBA, inventory, 3PL coordination, pricing, agency work, and performance reporting.

GRANDVIEW GALLERY, LLC / CID CAPITAL

Director of eCommerce | July 2018 - July 2022

Led eCommerce strategy, forecasting, team leadership, marketplace expansion, and inventory planning across locations and fulfillment partners. Presented quarterly business updates to the Board of Directors.

- Delivered 150% revenue growth in the first year.

TITAN DISTRIBUTORS, INC.

eCommerce Marketplace Manager | October 2015 - July 2018

Led marketplace strategy, advertising, analytics, and technical execution across Amazon, eBay, Walmart, and website channels.

- Delivered 120% revenue growth in the first year.

TRIGON SPORTS INTERNATIONAL, INC.

eCommerce Marketing Manager | December 2012 - October 2015

Built the eCommerce presence across website development, merchandising, product content, SEO, email marketing, and analytics.

- Built and launched an eCommerce website generating more than $1M within its first 14 months.

EARLIER EXPERIENCE

CAPE ELECTRICAL SUPPLY

eCommerce Retail Sales Consultant | August 2012 - December 2012

Created Amazon and eBay channels for overstock, floor models, and returned lighting products.

DALLAS PHONES, LLC

eCommerce Manager | December 2010 - August 2012

Led online sales, inventory channel selection, customer service, and employee development.

EASYSALE

Warehouse Manager / Retail Store Manager | August 2006 - December 2010

Managed a 60,000-square-foot distribution center, inventory control, shipping, and staff development; earlier supervised retail operations across three locations.

DEALER SPECIALTIES

Account Manager | May 2001 - August 2006

Managed dealership accounts, subscription services, and client training on marketplace software.

EDUCATION AND LEADERSHIP DEVELOPMENT

Bachelor of Science, Business Administration | Midland University
Vistage Executive Leadership Group | Dale Carnegie Leadership Training for Results