

JEFF HILEMAN

DIRECTOR, DIGITAL EXPERIENCE



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Experience

eCommerce & Digital Leadership : 10 years Software Engineering : 15 years Digital Marketing : 10 Years
Product Management : 10 years People Management : 16 years

SKILL TREE

| | Sales | Engineering | Product |
|------------|--|------------------------------------|--|
| Proficient | CRM | CI/CD, DevOps, Git | OMS, TWL, ERP, WMS, VMI |
| | Omnichannel marketing | AI & LLM applications | CDN, WAF, IIS, SQL, GCP |
| | Power BI and visualization tools | Angular, react, .net, java, npm | Performance/site monitoring |
| | SEM / paid search | ETL tools such as Pentaho | QA automation – Selenium, Playwright, etc |
| Expert | eProcurement & Punchout | Html, css, js, web services (APIs) | CMS & OMS |
| | B2B & B2C eCommerce, Marketplaces | Jira, Scrum, Agile, Waterfall | Google Analytics, GTM, GSC |
| | SEO, funnel optimization, A/B testing, personalization | Point to point integrations | Strategic road mapping, Product leadership, User stories |
| | Payment gateway/services | Middleware | UI/UX design |
| | NPS & Customer experience surveys | PIM & DAM | Compliance – PCI, CCPA, GDPR, DSS |
| | QBRs and reporting | eCommerce Platforms | Contract negotiation |

CAREER HISTORY & ACCOMPLISHMENTS

Johnson Headquarters LLC, eCommerce and Digital Consulting

Fractional CDO: 2025-present. Consulting, hands-on development, and leadership for: eCommerce platforms, PIM, middleware, CMS, GTM and product offer strategies, UI/UX design, & SEO/SEM

Mr. Fizzy Liquor, *local retail liquor store*

Owner: 2025-present. Mr. Fizzy Liquor is a local off-premise liquor store serving the San Antonio community with fine spirits, wine, beer, and ready-to-drink cocktails. Jeff is responsible for the back-office operations: systems, accounting & finance, marketing including social media management, ad spend, and distribution supply channel management.

TestEquity, *a stocking distributor of Test & Measurement Equipment and Electronic Production Supplies*

Director, Digital Experience: 2018-2025. As the Director of Digital Experience, Jeff was responsible for achieving revenue growth and GP targets. He led Product Owners/Managers, full stack developers, QA, UI/UX designers, project managers, & eProcurement. Jeff managed 15 FTEs. Recent accomplishments:

Consistent online experience: Consolidated 7 websites onto one platform and one CMS, increasing velocity by 300% and reducing opex by 250k annually.

Bookings and margin: Increased testequity.com bookings by 10x and gross margin by 10% within 2 years.

Development: Established a scrum practice from the ground up, transitioning the business off waterfall.

Catalog: Integrated PIM, ERP, and eCommerce. Doubling the products on offer within 1 year.

EMEA: Launched testequity.co.uk and developed GTM strategy for the EU + UK.

Automation: Introduced AI order automation, reducing the amount of touch time per order by 75%

Ixia, a \$750M provider of testing, visibility & security solutions (acquired by Keysight Technologies for \$2.9B).

Director, Business Relationship Management, 2015-2018. Built Business Relationship Management team from the ground up which created a strategic partnership between IT and other departments. Responsible for IT project management, business analysis, requirements and quality assurance on IT development projects. Among key contributions:

Developed new SaaS offerings for the test and measurement market: Ixia needed to keep pace with a fast-changing market. Collaborated with Chief Product Officer on new virtualized products and SaaS offerings. Successfully launched new services and online product store months just prior to Ixia acquisition by Keysight.

Built Business Relationship Management team, delivering 100+ projects in two years: IT had just been a service provider at Ixia. Developed a strategy to fill the gap between IT and the rest of the company and built a small Business Relationships Management team. Saved nearly \$500K annually.

Senior Manager, Global IT Services, 2013-2015. Responsible for the overall Ixia end-user experience. Managed both Helpdesk and infrastructure operations staff with 15 FTEs and as many as 10 Consultants. Accountable for all IT infrastructure operations. Set goals and objectives for global IT service delivery. Noteworthy accomplishment:

Generated \$800K in Office365 service credits from Microsoft: Newly launched MS Office365 suffered from service degradation and outages. Developed a system for requesting Ixia service credits from Microsoft for lack of service. Program produced \$800K in first year service credits that helped fund a range of IT activities.

Global Service Desk Manager, 2010-2013. Managed Ixia worldwide Helpdesk and desktop support. Managed a number of IT vendors and owned the relationship between IT and the user community. Made contributions to a series of high-profile projects including cloud services, Unified Communications, and Office365.

Earlier: Employed as **IT Lifecycle Services Supervisor** at SIGMANet during 2005-2010. Managed operations of a high-volume service depot, deploying thousands of laptops, servers and other technology daily. Supervised the Configuration Center. Managed 5-10 FTEs and served as point of escalation for issues conflicts and problems. Recruited by Ixia in 2010.

CERTS AND EDUCATION

Facilitating Change

Zuora-Certified Administrator (2018)
Certified Business Relationship Manager (2016)
Business Relationship Manager Professional (2015)
Change Management Foundations (2015)

B.S Computer Science

2010
DeVry University
GPA – 4.0
National Deans List

Process

Certified Scrum Master (2020)
Certified Scrum Product Owner (2024)
Kaizen Facilitator (2016)
Lean Six Sigma Green Belt (2012)
Certified eCommerce Manager (2023)

MBA International Business

2015
Cal Lutheran University
GPA – 3.8
Deans List

Technology

ITIL v3 Foundations (2012)
HDI Support Center Manager (2012)
HDI Desktop Support Center Manager (2012)
Microsoft MCTS - SCCM (2012)
CompTIA A+ (2007)

AFFILIATIONS AND INTERESTS

Professional

Optimizely Customer Advisory Board.

Personal

Married. Enjoy family activities, fantasy football, trail running, crypto & blockchain, and brewing beer.

Member, Business Relationship Management Institute (BRMi), Corporate Executive Board, & Helpdesk Institute.

