

ALEX HARRIS

Experience Optimization Leader

Experimentation, Personalization & CRO • Customer Data & MarTech • AI for Marketing • 5x Optimizely MVP

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EXECUTIVE PROFILE

Experience optimization leader with 25+ years helping companies get more from their traffic, customer data, content, and marketing technology. Led or helped deliver experimentation and personalization programs in automotive, healthcare, retail, streaming, and B2B manufacturing, with strategy and validation across Adobe and Salesforce. More than a decade of hands-on Optimizely experimentation and an Optimizely MVP since 2022.

PROFESSIONAL EXPERIENCE

Enterprise Digital Consultancy | Dec 2015 - Sep 2026

Conversion Optimization Director

Helped build and led the firm's conversion optimization practice for more than 10 years, leading a core team of 3-5 specialists within larger client teams. Used analytics and customer research to see where customers got stuck, designed experiments and personalized experiences, connected the customer data behind them, and measured results to guide the next change.

SELECTED ENTERPRISE PROGRAMS

- For a global automaker, designed how teams used customer data, chose tools, and prioritized testing and personalization across multiple business units, from the consumer site and commerce to finance and ownership. Experiment volume roughly doubled, win rate improved, and overlapping tools were consolidated.
- Led the experimentation program for an automotive finance business across multiple brands, lending sites, and product teams: shared test rules, a prioritization intake, team training, and feature-flag setup for the mobile app.
- For a second automaker's finance company, led Adobe Target personalization as Optimization Lead, writing the solution design and KPI framework for account, end-of-lease, credit-application, and public-site journeys.
- For a multi-site, multilingual B2B manufacturer with a small marketing team, helped design and deliver an account-based marketing (ABM) system on Optimizely, Salesforce, and Snowflake. It connected account identity, online and offline activity, attribution, and personalization so the team could work at greater scale without adding overhead at the same rate.
- Led strategy, roadmap, and team training for a healthcare provider's multi-year Adobe Target program across doctor search, appointments, and service lines, measurably improving conversion on key pages.
- Led strategy, solution design, implementation guidance, and validation for a national healthcare organization's acquisition system, connecting reusable landing pages, audiences, experiments, call outcomes, and measurement on Adobe.
- Led the CRO and personalization program for an apparel retailer for three years across promotions, mobile, loyalty, in-store pickup, and store data.
- Project Lead for a major streaming service's experimentation launch across signup and payment, for a majority-mobile audience; set up four-tier prioritization and mutually exclusive test groups.

AI, CUSTOMER DATA & MEASUREMENT

- For a healthcare marketing team, helped design and build an Optimizely Opal workflow that runs compliance checks, guardrails, and QA while work is created, so more work gets approved.
- Built Optimizely Opal AI agents that suggest test ideas from analytics and past results, draft test plans, check each test's setup against its audience and measurement plan, and draft post-test summaries, with human approval.
- For a global automaker's consumer site, defined how CRM, data, and marketing platforms would work with the site's experience tools to recognize visitors, build audiences, and personalize the experience.
- Used customer data to change strategy: when CDP analysis showed a trade association client's audience assumptions no longer held, reframed the campaign from acquisition to retention.
- Set the primary metrics and guardrails for a university's 100+ test program; enrollment leadership adopted the rules.

OFFERINGS, PARTNERSHIPS & PRESALES

- Led the team that onboarded 50+ Optimizely clients, training their teams and connecting their experimentation and personalization to Adobe, Salesforce, and CDP data.
- On the launch team for an Optimizely co-delivery partnership; named resource on 20+ of its engagements.
- Led solution strategy for enterprise pursuits in healthcare, pharmaceutical, financial services, and retail, turning client goals into solution designs, prototypes, demos, and measurement plans.
- Led the firm's Gradial adoption and certification program for AI-assisted content production, and the build of an offering with Scrunch that tracks how brands appear in AI search results.

AlexDesigns LLC | 2004 - 2015

Founder & President, Conversion Rate Optimization & Personalization Consultant

- Ran a CRO consultancy across hundreds of ecommerce websites and thousands of landing pages, personally handling most of the research, UX design, coding, test builds, and analysis; used quiz funnels and segment-based pages from 2005.
- Ran 5,000+ A/B and multivariate tests by 2014. For a supplements brand whose shoppers did not trust the site enough to buy, a page redesign raised conversion 65% and average order value 48%; separate funnel paths for different customer needs lifted a financial services firm's lead conversion 35%.
- Author of Boost E-commerce Sales and Make More Money (2014) and Small Business Big Money Online (2015); host of the Marketing Optimization Podcast (100+ expert interviews).

eDiets.com | 2000 - 2011

Senior Director, Online Marketing & Creative

- Joined as the first web designer and advanced to Creative Director (2005) and Senior Director (2007), leading a team of 7, as the public subscription business reached a \$50M+ annual revenue run rate.
- Introduced A/B testing in 2001 and made it part of daily acquisition and retention work, including pricing, offers, landing pages, and signup; used cancellation and acquisition-cost data to judge subscription economics.
- Led creative and testing for the Free Diet Profile from 2002, an early quiz that ranked diet plans for each visitor.

CORE EXPERTISE

EXPERIMENTATION, PERSONALIZATION & MEASUREMENT:

Optimizely Experimentation & Personalization, Adobe Target, Monetate, Sitecore XM & Personalize; A/B/n testing, feature flags, statistical power, landing page and journey optimization, mobile app experimentation and personalization; Adobe Analytics, GA4, Google Tag Manager, Adobe Launch & A4T, Quantum Metric, Fullstory, Contentsquare, Amplitude, Hotjar

CUSTOMER DATA & EXPERIENCE PLATFORMS:

Salesforce CRM/Pardot, Data Cloud, Marketing Cloud and Adobe AEP/RT-CDP, AJO, CJA, AEM (strategy through validation); Optimizely ODP, AgilOne, Segment, Hightouch, Tealium, Snowflake, HubSpot, Uniform, Optimizely CMP, Scrunch (AEO/GEO)

AGENTIC AI & CONTENT OPERATIONS:

Agentic content workflows, agent orchestration, AI prototyping; Opal, OpenAI, Claude, MCP, n8n, Jasper, Gradial, Aprimo

LEADERSHIP:

Practice Leadership, Offering Development, Presales & Solution Strategy, Partner Delivery, Executive Readouts, Enablement

RECOGNITION & CREDENTIALS

- Optimizely certifications, 2021-2026: SME Experimentation Strategist, Experimentation Certified Strategist 2025, CMP Certified Administrator; Opal (Agent Platform) Certified Administrator, Tools Certified and Development Accredited
- Optimizely MVP since 2022; selected co-presenter, Opticon 2026; Gradial Certified Practitioner; n8n Certified Expert Partner

EDUCATION

Florida State University, Bachelor of Science, Studio Art