

ALEX HARRIS

Digital Experience & Growth Leader

Experimentation, Personalization & Conversion Optimization | Customer Data | AI for Marketing

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EXECUTIVE PROFILE

Experience optimization leader with a career spanning digital design, experimentation, personalization, and customer data since 2000. Built and led an enterprise CRO practice for more than a decade, developing programs that improve acquisition, conversion, revenue, and retention. Designs solutions, builds technical foundations, and works directly with engineering through implementation and delivery. Designed and built AI agents and workflows for research, test planning, QA, and content review, with human approval.

PROFESSIONAL EXPERIENCE

Conversion Optimization Director

Perficient | Dec 2015 - Sep 2026

Built and led Perficient's conversion optimization practice for more than 10 years, growing it to **more than \$100,000 a month in CRO revenue** with a core team of 3-5 specialists working inside larger client teams.

CLIENT 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 strategy, roadmap, and team training for a healthcare provider's multi-year Adobe Target program spanning doctor search, appointments, and service lines. The program was **credited with a 14% average conversion lift** on key pages.
- Led an apparel retailer's CRO and personalization program for three years across promotions, mobile, loyalty, in-store pickup, and store data. One experience was **reported to lift conversion 61% and revenue per session 89%**.
- Audited every live test in a large university's experimentation program and rewrote its decision rules around exposure, primary metrics, and guardrails. The updated rules were agreed upon with the client team.
- For a multi-site, multilingual B2B manufacturer with a small marketing team, helped design and deliver an account-based marketing program on Optimizely that connected account identity, online and offline activity, and attribution to personalization.

OPAL, ENABLEMENT & CUSTOMER DATA

- Designed and built a chain of Optimizely Opal agents for a financial services experimentation program that drafts test ideas, reviews variations, and updates the backlog, with a person approving each test.
- Designed and built Opal review agents with engineering to check hospital marketing content for compliance, brand voice, accessibility, and AI search readiness, to surface compliance issues earlier.
- Led the team that onboarded Optimizely clients, training their teams and connecting their experimentation and personalization to Adobe, Salesforce, and CDP data. Named resource on Optimizely co-delivery engagements.

Founder & President, Conversion Rate Optimization & Personalization Consultant

AlexDesigns LLC | 2004 - 2015

- Founded and ran a CRO consultancy for ecommerce sites and landing-page programs, doing most of the research, UX, front-end build, and testing personally.
- Built and optimized Shopify and Shopify Plus stores, including themes, apps, product pages, and RFM-based segmentation for email and offers.

AlexDesigns LLC - continued

- Ran **5,000+ A/B and multivariate tests by 2014**.
- For a supplements brand, redesigned a page to address shoppers who did not trust the site enough to buy, **raising conversion 65% and average order value 48%**.
- For a financial services firm, developed separate funnel paths for different customer needs, **increasing lead conversion 35%**.
- Developed personalized landing pages and quiz funnels from 2005, adapting each experience to customer needs, product preferences, location, and traffic source.
- Author of two ecommerce books: Boost E-commerce Sales and Make More Money (2014) and Small Business Big Money Online (2015).

Senior Director, Online Marketing & Creative

eDiets.com | 2000 - 2011

- Joined as the first web designer, advanced to Creative Director (2005) and Senior Director (2007), and led a team of 7 as the public subscription business reached a \$50M+ annual revenue run rate.
- Introduced A/B testing in 2001 and kept it in daily use on pricing, offers, landing pages, signup, email, and checkout; price and retention tests, judged on cancellation and acquisition cost, gave the most reliable gains.

CORE EXPERTISE

EXPERIMENTATION & PERSONALIZATION:

Optimizely Web & Feature Experimentation, Adobe Target, Monetate, VWO, Convert; A/B/n and multivariate testing, feature flags, decision rules, journey optimization, audience targeting

CUSTOMER INSIGHT & MEASUREMENT:

GA4, Adobe Analytics, Google Tag Manager, Adobe Launch & A4T, Amplitude, Quantum Metric, Fullstory, Contentsquare, Hotjar; behavioral analysis, success metrics and guardrails, test readouts

CUSTOMER DATA & MARTECH:

Salesforce CRM, Data Cloud and Marketing Cloud; Adobe AEP/RT-CDP, AJO, CJA, AEM; Optimizely ODP and CMP; Segment, Hightouch, Tealium, Snowflake, HubSpot; Shopify and Shopify Plus

AI FOR MARKETING:

Optimizely Opal agents and workflows, OpenAI, Claude, MCP, n8n, Gradial, Jasper; agent architecture and workflow development; platform configuration and integration; research, test planning, content review, evaluation, and QA; human approval

LEADERSHIP:

Practice building, team leadership, client enablement, presales and solution strategy, partner delivery

RECOGNITION & CREDENTIALS

- Certifications (Optimizely, 2021-2026): SME Experimentation Strategist; Experimentation Certified Strategist 2025; CMP Certified Administrator; Opal (Agent Platform) Certified Administrator; Tools Certified
- Accreditation: Optimizely Agent Platform Development Accredited
- Partner credentials: Gradial Certified Practitioner; n8n Certified Expert Partner
- Subject matter expert: Adobe Subject Matter Expert - Data & Audiences (Feb 2026)
- Recognition: Optimizely MVP since 2022; selected co-presenter, Opticon 2026

EDUCATION

Florida State University, Bachelor of Science, Studio Art