

TYLER COMERFORD

DIRECTOR, GLOBAL HEAD OF B2B ECOMMERCE
& DIGITAL INNOVATION

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EDUCATION

BACHELOR OF SCIENCE

Marketing | Finance

Eastern Illinois University

MASTER OF BUSINESS

ADMINISTRATION

University of Illinois

Urbana-Champaign

CERTIFICATIONS

Project Management Professional
(PMP)©

Certified Scrum Master (CSM)©

AWS Certified Cloud
Practitioner©

SAFe© 5.0 - SAFe Agilist

KEY SKILLS

People Management

Executive Leadership

Executive Presentation

Product Management

Project and Program

Delivery

P&L Ownership

OKRs

Strategic Planning

Operational Planning

Procurement Strategy

Digital & eCommerce

Strategy

B2B eCommerce

Digital Innovation

PROFILE

Digitally minded global executive leader with comprehensive business experience and consistent track record of driving profitable revenue growth, business outcomes, strategic planning, and execution of eCommerce, software development, innovation, and commercial strategic initiatives.

EXPERIENCE

MilliporeSigma (Merck KGaA, Darmstadt) | St. Louis, Missouri | 2018 – 2023

I lead a globally distributed team comprised of product managers, integration specialists, and business development professionals tasked with the financial responsibility and technical ownership of a €1B eCommerce channel, supporting €2.5B+ in digital revenue.

DIRECTOR, HEAD OF B2B ECOMMERCE & DIGITAL INNOVATION | 2022 – PRESENT

- Direct accountability for €1B eCommerce channel, demonstrating 26% YoY growth (2022) outpacing 5-year CAGR.
- Implemented strategic Life Science innovation project which included the technical deployment of distributed marketplace platform as well as the business model ownership and financial forecasting model.
- Lead cross-discipline product team as Lead Product Manager utilizing research, data, analytics, and stakeholder feedback to prioritize customer-facing and back-end features and enhancements.
- Co-developed innovative cross-discipline channel and distribution strategy after recognizing market trends and customer feedback.
- Improved channel efficiency metrics from 91% to 95% through focused effort on automation and business process refinement.

DIRECTOR, HEAD OF B2B ECOMMERCE | 2021 – 2022

- Implemented global integration strategy across all segments driving 10% year over year increase in the volume of new customer integrations.
- Developed 5-year channel strategy that transitions B2B from a service organization to proactive business development team, increasing demand and year over year revenue by 17%
- Manage globally extended team of 55+ team members ensuring team engagement, communication of future strategy, talent curation, and foundational organizational KPI development.
- Evolved data maturity model by creating holistic balanced scorecard, data enrichment, and training to global team.
- Curate and maintain strong stakeholder management network including product franchises and commercial sales teams globally.

ASSOCIATE DIRECTOR, DIGITAL & ECOMMERCE STRATEGY | 2021 – 2021

Transitioned from technical implementation and portfolio governance to overall eCommerce strategy working directly with the SVP, eCommerce. Primary initiatives were strategic planning, implementing new strategy execution framework (OKRs), capex/opex planning, and overall Life Science strategy alignment.

- Built and operationalized strategy execution framework utilizing Objectives and Key Results (OKRs) across eCommerce business unit.
- Defined and optimize eCommerce annual and long-range strategic planning process through cross-functional leadership, utilization of business analytics, and executive alignment.

TECHNICAL SKILLS

eProcurement & eCommerce Architecture
Modern Web Development
Software Development Lifecycle (SDLC)
Cloud Operations
CI/CD
Data Science & Analytics
Agile – Scrum | SAFe
ERP – SAP | Oracle
Cloud Technology – GCP | Azure | AWS
Data Tools – Tableau | Data Studio | Looker
Microsoft Teams | Slack
Jira | Project | Planview

RECOGNITION

Finalist 2019 Merck Life Science Integrity Award

INTERESTS

Family
Competitive Amateur Golf
Triathlon
Hiking
Travel
Web Development

EXPERIENCE *continued*

MilliporeSigma (continued)

- Developed and implemented project intake and discovery process to build strategic roadmap supporting eBusiness, business unit, and global business outcomes.
- Proactively communicated strategic vision, project updates, and roadmap to a diverse set of stakeholders including senior & C-level executives.

TECHNICAL PROGRAM MANAGER, DIGITAL & ECOMMERCE | 2018 - 2021

Led the Digital & eCommerce Program Management team tasked with the portfolio governance and delivery of projects in eCommerce software development, digital marketing, cloud operations, and data science, supporting the leading global Life Science eCommerce platform.

- Technical program lead who drove the governance and implementation of enterprise microservice eCommerce platform (sigmaaldrich.com) with global project team of 200+ team members.
- Managed the day-to-day performance and professional growth of global project management (PMO) team resulting in yearly increases in retention, stakeholder satisfaction, and employee engagement.
- Led internal technical, legal and compliance initiative to obtain China ICP license for .cn domain for in country eCommerce platform meeting internal security standards, government regulations, and cloud infrastructure requirements.
- Led enterprise-wide design and customer research engagement with leading digital design agency; delivering a comprehensive and customer-centric information architecture, user-experience, and visual design.
- Drove the alignment and implementation with global internal and vendor-led development teams for the deployment of enterprise CMS (Adobe AEM 6.5) and subsequent web content migration.

GO2 Partners | St. Louis, Missouri | 2010 – 2018

DIRECTOR, ECOMMERCE OPERATIONS | 2013 – 2018

I was responsible for the day-to-day and strategic direction of our B2B eCommerce channel, technology platforms, functional requirements, customer support, and ERP integrations; significantly driving innovation and 15% increase in channel sales.

- Led cross-functional project team in evaluation, development, and deployment of open source eCommerce platform integration in support of \$2M key client acquisition.
- Drove the strategic direction and execution of B2B eCommerce team responsible for eProcurement punchout integration, end-user training, and process improvement for internal client services team – growing channel revenue 15%.
- Cross-functional project leader in a successful \$10M company merger and acquisition increasing revenue by 153%.

Previous Experience

PROJECT MANAGER – GO2 Partners

BUSINESS DEVELOPMENT MANAGER – TAYLOR COMMUNICATIONS

INTERN, FINANCE – PFIZER, INC.
