Christopher M. Polles

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Ecommerce Leader | Site Strategy, Conversion, Digital Merchandising and Growth

Ecommerce leader with 15+ years in online retail, conversion optimization and digital merchandising. At Shane Co. grew online revenue from $7M to $70M as employee #2 on the ecommerce team, then as Director of eCommerce owned the full P&L, a $2M operating budget, the site roadmap and the replatform to SAP Commerce Cloud. At Quantum Fiber, built the company's first CRO function, then put AI into the testing lifecycle for a 50% year-over-year conversion lift with no added headcount.

Career Highlights

- Grew online revenue from $7M to $70M and digital share of the company from 3% to 27%.
- Uncovered $6M in lost customer lifetime value by tracing a recurring sequence of on-page errors, then documented the fix for development.
- 50% year-over-year conversion lift with test velocity up 40% and no added headcount.

Core Skills

Ecommerce P&L and budget ownership · Conversion rate optimization and A/B testing (Optimizely, Monetate, Adobe Target) · Digital merchandising, taxonomy and product data · Site roadmap and replatforming (SAP Commerce Cloud) · GA4, GTM, Looker and executive reporting · Team building across UX, CRO, analytics and content · Omnichannel retail and buy online, pick up in store · Technology partners and build-versus-buy decisions · AI workflow design

Experience

Quantum Fiber (Lumen Technologies; acquired by AT&T, Feb 2026), Remote — Jun 2023 – Present

Associate Director, Digital Customer Growth — Feb 2026 – Present

Lead conversion rate optimization (CRO) and digital performance insights for Quantum Fiber: the website experimentation program, marketing data integrity, cross-channel performance analysis and personalization strategy, with Corporate Analytics, Product and Engineering.

- Uncovered $6M in lost customer lifetime value by reviewing every on-page error customers hit in Quantum Metric, tracing a recurring sequence of them, and counting and projecting their volume; documented the fix and handed it to development.
- Put AI inside the testing lifecycle (creative generation, experiment design, analysis, reporting): 50% year-over-year conversion lift, with test velocity up 40% and no added headcount.

Senior Manager, eCommerce Optimization (CRO) — Jun 2023 – Jan 2026

Led conversion optimization for Quantum Fiber's online subscription signup, partnering with Product, Engineering, Legal and Marketing.

- Built Quantum Fiber's first CRO function from scratch: hired and led a 4-person team of UX designers and analysts, and set the testing framework.
- Replaced limited, Looker-only data access with company-wide GA4: built the tracking architecture and GTM setup and trained dozens of people to answer their own questions.

Shane Co. (fine jewelry, showrooms and online), Greenwood Village, CO — May 2013 – Mar 2023

Director of eCommerce — Mar 2021 – Mar 2023

Ran eCommerce for a $70M+ online business: full P&L, a $2M annual operating budget, and teams across UX, content, analytics and site merchandising.

- Led the replatform from legacy .NET to SAP Commerce Cloud as product owner and primary business stakeholder, directing Deloitte Digital's systems integration team through a complex migration with no loss of business continuity.
- Owned the product detail page redesign: rebuilt the selection flow for each product type (required choices in sequence, optional below, every metal type and size on the page) and moved add-to-cart up on mobile; conversion rose by more than a point against the prior period, on a base of about 4.5%.
- Scaled the paid marketing budget 18x while holding profitable ROAS.

eCommerce Manager — May 2013 – Mar 2021

Ran day-to-day eCommerce: site merchandising, the product catalog and its data, platform functionality and analytics.

- Employee #2 on the eCommerce team. Grew online revenue from $7M to $70M and digital share of the company from 3% to 27%.
- Owned the taxonomy and all product data for about 9,000 SKUs; bringing the full assortment online lifted sales 30% year over year.
- Renamed "diamond solitaire earrings" to "diamond studs" across the site after research showed that is what customers call them; sales rose 40% and the item became the #1 fashion jewelry seller by volume.
- Launched the omnichannel associate sales program with buy online, pick up in store; hybrid orders reached 60% of peak-season sales.

eBags, Denver, CO — Jul 2011 – May 2013

Senior Merchandise Manager, Outdoor & Sports

- Owned taxonomy, pricing and product data for more than 20,000 SKUs, plus category P&L and vendors.

Ultimate Electronics, Denver, CO — 2007 – 2011

Senior Buyer / Merchandising Manager

- Managed a $50M open-to-buy inside a $250M consumer electronics business: assortment, vendor negotiation and promotional planning.

Skills & Platforms

Analytics: SQL (working knowledge through Looker, with AI-assisted query writing), Google Analytics (GA4), Google Tag Manager, Looker, Adobe Analytics, Quantum Metric, ContentSquare, Hotjar

Testing: Optimizely, Monetate, Adobe Target (built tests hands-on and with the team), A/B and multivariate test design

Commerce: SAP Commerce Cloud (CMS Cockpit, Merchandising Cockpit), SAP ERP integration, Salesforce Commerce Cloud, Shopify (personal website and consulting projects: pages, product catalogs, dropship vendor integrations), ChannelAdvisor (Google Shopping, Amazon), Klaviyo (set up on a personal website)

Marketing and SEO: Google Ads, technical SEO, schema, site speed

Web: HTML, CSS and JavaScript (working knowledge, writing code with AI), WordPress and Shopify (consulting projects), SAP Commerce Cloud CMS

AI: Claude (MCP integrations, custom skills), ChatGPT, Copilot (internal agents), AI workflow design

Ways of working: Jira, Confluence, Trello, Zoho, Scaled Agile (SAFe)