



FRACTIONAL ECOMMERCE EXECUTIVE


LAUREN ZASLANSKY CONNER


I'm an executive with 25 years of experience in corporate and entrepreneurial settings. I bring a 360-degree view of people, processes, and systems for leaders and their teams

CONTACT

Partner - 2GO Advisory Group

 [Free Consultation](#)

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APPROACH

- Optimize your business
- Integrate divisions
- Scale to new heights

CONSULTATION AND SUPPORT TO HELP BUSINESS LEADERS:

- Reach your goals
- Implement your big ideas
- Supercharge agencies or teams
- Power marketing and sales
- Evaluate your success

INDUSTRIES

- Consumer Products and Services: B2B, B2C
- Brand Licensing
- Community Building
- Non-Profit
- And more....

GROW YOUR BUSINESS, IMPROVE YOUR CULTURE, INCREASE YOUR PROFIT

I PARTNER WITH BUSINESS LEADERS WHO WANT TO REACH THE NEXT LEVEL

- We start by outlining your priorities and identifying challenges
- Next, I comprehensively evaluate the business and create a robust roadmap that you can actually use
- Based on the findings, we have several options. We can:
 - Leave it there
 - Work together to execute the strategies
 - Assume control of the project, so you can focus on the future
 - Engage partners from the 2GO team to tackle targeted growth areas like finance, AI, accounting, and more

ECOMMERCE/ OMNICHANNEL SMALL/MEDIUM BUSINESSES

- | | |
|-------------------------|--|
| • Go to Market | • Prioritization and project planning |
| • Revenue Planning | • Go-to-market strategy |
| • Customer Experience | • Use of funds planning |
| • Performance Marketing | • Integration and organizational structure |
| • Distribution channels | • Business Mentoring |
| • Analytical Reporting | |

2GO ADVISORY GROUP

Lauren Zaslansky Conner is a Partner and Head of the Consumer Products and Services Practice in the 2GO Advisory Group™, a San Francisco Bay Area-based pioneer in fractional or part-time executive suite services. It leverages its consulting and recruiting partners to customize solutions across executive functions. For more than 35 years, business owners and executives have valued the 2GO expertise spanning dozens of industry sectors and practice disciplines.





LAUREN ZASLANSKY CONNER

Fractional (Part-Time) COO

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EXECUTIVE SUMMARY

Energetic leader, always seeking multi-functional solutions by asking the right questions, respecting opinions, and inspiring teams to perform their best. Proven track record of leading team and revenue growth for startups and entrepreneurial divisions of long-established organizations.

EMPLOYMENT HISTORY & EXPERIENCE

PARTNER, FRACTIONAL EXECUTIVE

2023 to Present

Brings diverse operational management experience to clients seeking strategies and a hands-on approach to achieving them. Partners with founders and executives to grow and scale businesses by developing solutions that consider all aspects of the organizations and integrate them effectively.

- Leads the Consumer Products and Services practice.

2GO Advisory Group

www.2goadvisorygroup.com

CO-FOUNDER & CHIEF OPERATING OFFICER

2020 to 2022

Oversaw day to day operations of virtual funeral and memorial services organization. Developed technical resources, efficient processes, and strong relationships with clients and stakeholders. Drove revenue planning, marketing efforts and all brand communications. Built 30+ member team across North America with focus on supportive and client-centric culture.

- Built \$2M annualized memorial online event business through strategic development.
- Accrued 93 Net Promoter Score across 600+ events with exceptional customer care.
- Generated 2K+ event inquiries through multichannel digital marketing and referrals
- Navigated sale of GatheringUs to Keeper Inc. using adept negotiation

GatheringUs

CHIEF REVENUE OFFICER

2018 to 2019

Played key role in cutting-edge startup focused on consumer products for new moms and young families. Provided subject matter expertise to drive product development, brand marketing, and operational planning.

- Launched direct to customer and retail business using clear revenue modelling
- Spearheaded revenue plan for \$10M+ wholesale product launch

Rocking Inc

VP, ECOMMERCE BUSINESS DEVELOPMENT

2014 to 2018

Played pivotal role in driving remarkable revenue growth. Developed robust strategy for MGA/Little Tikes brands across Amazon, Walmart.com, and other ecommerce sites. Owned end-to-end responsibility for online sales, operations, and customer service enhancement. Managed assets and implemented effective digital retail marketing strategies. Led Direct-to-Consumer Little Tikes business and team.

- Expanded domestic ecommerce toy sales business to \$100M over 3 years.
- Oversaw ongoing development and successful performance of 15-member sales team.

MGA/Little Tikes

VARIOUS POSITIONS including Sr. Financial Analyst, Licensing Category Manager, Marketing Director

2002 to 2013

Drove CRM strategies, customer acquisition planning, and database development. Created activation plans for national retailers. Navigated digital and retail marketing for Disney Baby licensed business launch. Directed online launch of \$1BN+ retail sales addition to International Disney brand portfolio

The Walt Disney Company

CO-PRESIDENT/ACTING EXECUTIVE DIRECTOR

2019 to 2023

Burbank Temple Emanu El

CLASS PROJECT MANAGER

2022-2023

Leadership Burbank



EDUCATION

MBA, Columbia Business School

BA, University of Pennsylvania

EXPERTISE

- Entrepreneurial leadership
- Relationship Building
- Analytical and multifaceted decision-making
- Project Management

KNOWN FOR

- Combining quick problem solving with long-term planning
- Identifying what needs to be done and doing it
- Balancing the needs of diverse stakeholders to achieve growth
- Leading cross-functional teams with empathy and results
- Bridging communication across functional, hierarchical, and demographic divides

ACCOMPLISHMENTS

- Directed online launch of \$1BN+ retail sales addition to International Disney brand portfolio.
- Grew \$100M domestic ecommerce toy sales business expanding 200% in 3 years.
- Spearheaded revenue plan for \$10M+ wholesale product launch.
- Built \$2M annualized memorial event business through strategic development.

