

Takeaways from our Live Session on Becoming a Better eCommerce Leader

By Russ Dieringer // September 13, 2023 // Building Blocks, Research, Webinars

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Stratably hosted Raj Sapru from Netrush to share perspective and resources for becoming a better eCommerce leader, including a toolkit leaders can employ to focus the organization on digital initiatives that move the needle.

Key topics included:

1. Defining the “brandrunner” – the dynamic role born out of digital
2. Key skills and mentalities needed to be a best-in-class eCommerce leader
3. Toolkit filled with resources to lead your organization to eCommerce success – and three examples of how to use it

Inside the toolkit:

- Maturity model to score your organization on digital excellence
- Decision tree for identifying the next best action to grow your eCommerce business
- Ready-to-use templates for prioritizing initiatives and managing goals
- Operating rhythm framework to drive engagement and alignment across the organization

[Click here to download the interactive toolkit](#)

Watch The Recording Here

Action items for brands:

1. Dive deep into your P&L for cost saving opportunities that can lead to greater senior leadership buy-in and can help fund your growth initiatives
2. With your team, map your organization on the maturity model (in toolkit) and discuss what's needed to move to the next stage of maturity
3. Review the growth formula and accompanying decision tree (in toolkit) to identify your brands' top 3 opportunities to drive growth
4. Run your current projects through the prioritization template (in toolkit) to ensure resources are being spent on the projects most valuable to your organization

Here's what we found most interesting:

1. **Alignment is the biggest thing standing in the way of brands' digital success:** eCommerce requires breaking down siloes and clear communication. As an eCommerce leader, the more you can facilitate productive discussion amongst cross-functional teams and senior leaders, the better.
 2. **Show your work:** This can be the most effective way to gain executive buy-in. Show that your asks are coming from a thoughtful and rigorous process, including dollar impact, timeline, resources required, etc.
 3. **Brands are focused on profit and growth:** eCommerce leaders are having to think about profitability more than ever before, but are still tasked with driving strong growth. Identify cost savings – preferably those tied to unit costs – to fund growth initiatives.
 4. **Understand the “why” behind your decisions:** It's easy for eCommerce leaders to get lost in countless to do's and shiny objects. Make sure your actions tie back to what your business truly needs for growth.
 5. **Think differently:** The best eCommerce leaders think and act differently and help their organizations adopt new mentalities needed for modern commerce. Think daily/weekly instead of quarterly/annually, think customer-centric, and ask questions instead of following business-as-usual.
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