

TODD PIECHOWSKI

Growth, E-Commerce & Revenue Executive · AI Commerce

Las Vegas, NV · todd.piechowski@gmail.com · [linkedin.com/in/toddpie](https://www.linkedin.com/in/toddpie) · Remote, hybrid, or relocation

Target roles: VP E-Commerce · VP Growth · VP Growth Marketing · Head of Demand Generation · Chief Revenue Officer · VP Revenue · VP Marketing · Head of Marketplaces · Head of Amazon · VP Retail Media · Head of AI Marketing · Head of Organic / AI Search · General Manager · Founding Commercial Lead

SUMMARY

E-commerce and growth executive with 15+ years across brand, agency, marketplace, and independent consulting. Was employee #1 at an Amazon marketing agency that grew to eight figures, where I oversaw \$50M+ in annual client advertising spend, personally closed \$3M+ in annual contract value, built the inbound engine that produced over half of all lead flow, and delivered four consecutive years of 50% year-over-year growth while leading managers across sales, client services, media, and creative. Now founder and CEO of an agentic commerce and AI visibility company, an early approved advertiser on OpenAI's ad platform, and author of a book on how AI agents are reshaping purchasing. Equally comfortable owning revenue, owning the growth engine, or building the systems underneath both.

\$50M+ annual ad spend · \$3M+ ACV closed · 50% YoY × 4 years · Employee #1 → 8 figures
50+ brand accounts · 50%+ of pipeline inbound · Teams to 10; led managers · Author · 30K+ newsletter

EXPERIENCE

CEO & Co-Founder | Vektor10 *May 2026 – Present*

Agentic commerce and generative engine optimization (GEO), backed by the VantaFive venture studio. Las Vegas, NV.

- Conceived and built **Trace**, a platform measuring brand visibility, citation presence, and category-level rank across ChatGPT, Gemini, Perplexity, and Alexa for Shopping — including the methodology for what counts as a citation and how to sample prompts so results hold up.
- **Early approved advertiser on OpenAI's ad platform** — running live campaigns and onboarding CPG brands onto product feeds through the campaign manager, where the same structured data improves organic representation and unlocks paid eligibility.
- Built the go-to-market motion from zero — outbound, trade show presence, and partner channel development — and run the entire operation solo on agent workflows I built: research, category studies, reporting, and publishing.
- Publish **The Circular**, a weekly newsletter on AI and commerce.

Founder | AgentBuy (agentbuy.ai) *Jun 2025 – Apr 2026*

- Founded and shipped a tool helping e-commerce brands uncover how their products surface within AI search. No revenue — roughly eighteen months early on the buyer; the learnings shaped the measurement methodology built afterward.

VP of Growth & AI | Envision Horizons *Jan 2023 – May 2026*

Eight-figure Amazon and marketplace marketing agency. Joined as employee #1 in 2017; recruited back by the CEO in 2022. Las Vegas, NV.

- **Delivered four consecutive years of 50% year-over-year growth**, scaling the agency to eight figures in revenue.
- **Personally closed \$3M+ in annual contract value**, including mid-six-figure contracts. Accounts: Victoria's Secret, Elemis, Vacation, Dose, Discount Filters.
- **Oversaw \$50M+ in annual client advertising spend** across Amazon PPC, Sponsored Ads, Sponsored Brands, DSP, and paid search.
- **Built and ran the inbound demand engine** — SEO, case studies, webinars, white papers, and original survey research — generating **over half of all lead flow**; helped grow the company newsletter past **30,000 subscribers**.
- **Managed a four-person sales team** plus CRM, lead scoring, routing, and pipeline forecasting; **led managers** across client services, media, DSP, and creative.
- **Scoped and prototyped MyHorizons**, a production LLM tool answering natural-language questions against live internal databases via SQL; three matrixed engineers built the production version. **Saved hundreds of hours per week** across the accounts team.
- Drove AI automation across **50+ client accounts** and founded **AI Workflow Fridays**, the internal enablement program that drove organization-wide adoption. Built an **AEO tracker** monitoring brand visibility across AI assistants in 2023.

- Built a **Streamlit forecast planning application** with bottom-up and top-down modeling and seasonality correction, plus automated client reporting infrastructure.
- **Rebuilt the company website end to end** as internal PM to the technical team — wrote specs, scoped builds, owned architecture and organic performance.
- Delivered consulting engagements for **private equity firms**; member of the senior leadership team. Represented the agency at **Cannes Lions**, including an exhibitor booth at Amazon Port with client brand Vacation.

Director of Performance Marketing | Envision Horizons *Apr 2022 – Jan 2023*

- **Led a team of 10** running performance marketing across retail media for beauty and CPG brands — Amazon PPC, Sponsored Ads, Sponsored Brands, and DSP.
- Built pitch decks and prospect audit materials supporting enterprise new business acquisition.

Lead Strategist, Acquisitions | Thrasio *Aug 2021 – Apr 2022*

Amazon aggregator.

- Led SEO and discovery strategy across the acquired brand portfolio, lifting search rankings and revenue post-acquisition; integrated acquired businesses into a common operating model.
- Worked directly with the **M&A team and selling business owners** on exploratory acquisition calls and diligence.

Senior Business Consultant | Piechowski LLC *Apr 2015 – Apr 2022*

Independent Amazon advertising, marketplace, and commerce consulting practice. Henderson, NV.

- Ran an independent practice for seven years directing Amazon advertising, PPC strategy, and marketplace growth — every client sourced and closed personally through outbound, conferences, and referral.
- **Designed, sourced, and manufactured private-label consumer goods** for retail sale, including international distribution — owning supplier selection, landed cost, inventory, pricing, and margin.
- Advised a veterinary operation on procurement and channel strategy; ran sales calls with reseller partners representing brands across external marketplaces.

Marketplace Consultant (Amazon) | Metamorphosis Partners *Oct 2020 – Aug 2021*

- Led Amazon channel growth and e-commerce strategy for a portfolio operator led by a former Petco VP — catalog development, partner visibility, and listing optimization.

Director of Client Strategy | Envision Horizons *Nov 2017 – Jun 2019*

New York, NY. Employee #1 at the agency; promoted from Account Manager.

- Lead strategist on enterprise brand management agreements across Amazon Seller Central and Vendor Central.
- **Built the digital strategy KPIs and standard operating procedures** the account management organization ran against.
- Developed Amazon PPC strategy across AMS, Sponsored Ads, Sponsored Brands, and DSP; ran client data analysis, A/B testing, and A9 search and discovery optimization.

E-Commerce Manager | Ecom Innovations *Jan 2014 – Apr 2015*

Las Vegas, NV.

- **Grew channel sales 200% in six months** across Amazon, Rakuten, and eBay; **launched a web property that exceeded revenue projections by 100%.**
- Managed website, multi-channel sales, order fulfillment, inventory, and in-house manufacturing operations; wrote the fulfillment SOPs.

Founder | Bahia Bands *2011 – 2014*

- Imported and sold a proprietary consumer product line sourced from Brazil — owned sourcing, freight, customs, landed cost, pricing, inventory, and every sale.

SKILLS

E-Commerce & Marketplace Amazon Seller Central · Vendor Central · Amazon PPC · AMS · Sponsored Ads & Brands · Amazon DSP · A9 search · Retail media · Digital shelf · Catalog and listing optimization · Shopify · Rakuten · eBay · DTC · Omnichannel · Private label · Product sourcing and international distribution · Fulfillment and inventory

Growth & Demand Generation Growth strategy · Performance marketing · Paid acquisition · SEO and technical SEO · Content and original research · Newsletter growth · Email and lifecycle · Webinars and events · Landing pages and CRO · Partner and reseller channels · Positioning and go-to-market

AI & Agentic Commerce Generative engine optimization (GEO) · Answer engine optimization (AEO) · AI citation and visibility measurement · LLM product discovery · Agentic commerce · MCP and UCP/ACP protocols · OpenAI ad platform · Alexa for Shopping · Agent workflow automation · Human-in-the-loop governance · Organizational AI adoption

Revenue & Sales Leadership Full-funnel revenue ownership · Enterprise B2B closing · Pipeline management and forecasting · CRM (HubSpot, Pipedrive, Salesforce) · Lead scoring and routing · Selling system and playbook design · Rep coaching · Client retention and expansion · Pricing and packaging

Analytics & Systems Forecasting and demand planning · Unit economics, CAC, LTV, payback · Contribution margin · Attribution and incrementality · Cohort and funnel analysis · A/B testing · Executive KPI dashboards · Streamlit application development · Automated reporting infrastructure

Leadership Leading through managers · Team building, hiring, and coaching · Cross-functional influence without authority · Senior leadership team · Agency and vendor management · Private equity advisory · M&A diligence exposure · Zero-to-one company building

PUBLICATIONS & SPEAKING

- Author, **Instant Checkout: How AI Agents Are Quietly Replacing the Way We Buy**
- **The Circular** — weekly newsletter on AI and agentic commerce
- Podcast feature — **Amazon Unboxed Conference**, 2024 · Cannes Lions exhibitor, Amazon Port

EDUCATION

- **Master of Public Administration (M.P.A.)**, emphasis in Social Entrepreneurship — Texas State University, 2008–2010
- **Bachelor of Arts (B.A.)** — University of Nevada, Las Vegas, 2003–2008