

BRUNO MOLINA

Head of E-Commerce | P&L & Growth Leader | Strategy, Analytics, & Execution

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EXECUTIVE SUMMARY

Currently Head of E-Commerce driving profitable digital growth for an omnichannel retailer. Full P&L ownership of a ~\$70M eCommerce channel (sales → contribution → last-mile ops), leading roadmap, pricing, and analytics to balance growth and EBITDA.

I also bring prior experience in Pricing, Commercial Planning, Business Intelligence, Product Development, and Category Management in the CPG food industry.

One of my passions is utilizing technology to improve my work and the lives of those around me. I am a self-taught AI ambassador, pushing the AI agenda within my organization.

EXPERIENCE

Wild Fork Foods — Miami, FL

Head of E-Commerce · Jul 2024–Present

- Own end-to-end eCommerce P&L (web + app), from sales and mix to delivery costs and contribution margin.
- Turned a money-losing channel profitable in less than 12 months by redesigning assortment mix, pricing, and cooling solution.
- Improved eCommerce gross margin by ~350 bps in select markets via pricing guardrails, mix strategy, and contribution-focused KPIs.
- Drove sales comps from negative to +25% through CRO (homepage/PDP/checkout), solutions-based merchandising, and operational efficiency.
- Lead Digital roadmap for 1-click checkout, Home Page re-design, corporate gifting program, and marketplace rollouts (Instacart/Uber Eats/DoorDash).

Director, Margin Management & Commercial Optimization · Feb 2023–Jul 2024

- Owned Pricing, Commercial Planning, and Business Intelligence.
- Built GA4 → Snowflake → Qlik stack to standardize KPIs, enable funnel diagnostics, and surface critical business data to entire organization.
- Set pricing strategy and EDLP guardrails, aligning unit economics with growth & competitiveness targets while protecting EBITDA.
- Led campaign and incremental promo planning with Finance/Marketing, focusing on incremental ROI instead of top-line only.
- Scaled data-driven culture by standardizing dashboards, automating reporting, and coaching business partners on insights usage.

Category Manager · Oct 2017–Feb 2023

- Founding team member from pre-brand concept through launch; stood up early assortments, suppliers, and go-to-market processes.
- Managed full lifecycle (strategy → sourcing → pricing → merchandising) for several categories including Lamb & Exotics; Sausages/Grinds/Burgers; Frozen Fruits & Vegetables; Sides & Ready Meals.
- Negotiated supplier terms and vendor programs; set EDLP pricing and margin structures to grow AOV and gross-margin dollars.
- Implemented NPD workflow, spec templates, and QA hand-offs; launched 300+ products and supported merchandising (in-store and digital).
- Accountable for more than one-third of company sales at peak while delivering top gross-margin dollar contribution.

JBS — Business Analyst · Feb 2017–Oct 2017

- Supported Product Development with category research, supplier discovery, and financial/operations analysis.

NBCUniversal Media, LLC — Business Analyst, MBA Internship · Aug 2016–Feb 2017

- Built financial models and analytics for media business units and evaluated LATAM acquisition targets for strategic fit and returns.

EDUCATION

Florida International University (FIU) — Professional MBA, Business Administration · 2016

Colorado State University — B.A., Economics; Minor in Business · 2013

TECHNICAL STACK & SKILLS

Data, Analytics & Digital: GA4, Snowflake, Qlik Sense, Hotjar, basic SQL & Python, CommerceTools, Algolia, Dynamic Yield, Contentful

Business: Advanced Excel (pivot tables, power query, data models), FP&A, Project Management

Languages: English (fluent), Portuguese (fluent), Spanish (intermediate)