

KETAN SHAH

Director, Product & Digital Transformation

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EXECUTIVE SUMMARY

Director-level product and operations leader with 15+ years driving digital transformation, systems integration, and cross-functional execution across eCommerce, manufacturing, distribution, and technology-enabled services. Track record of stabilizing complex platforms, leading enterprise ERP and WMS implementations, and delivering measurable operational outcomes at scale. Founder of VKS Group, an active product and digital strategy consultancy. Hands-on with AI-enabled workflows, automation, and modern development tools.

CORE COMPETENCIES

Product Strategy & Roadmapping | Agile / Scrum | Digital Transformation | Enterprise ERP & WMS | eCommerce Operations | D2C & B2B eCommerce | Warehouse & Fulfillment Operations | Process Automation & Workflow Design | Systems Integration | Stakeholder Management | Cross-functional Leadership | Digital Experience Optimization | Marketing Automation & CRM Integration | A/B & Multivariate Testing | UX Requirements & Functional Specs | Web Analytics (Omniture/Adobe Analytics) | eCommerce Platforms (Magento, Demandware/Salesforce Commerce Cloud, Shopify) | AI-Enabled Workflows | P&L Ownership | Pre-Sales & Solution Design | Business Analysis | Team Building & Mentorship | Jira | Azure DevOps | Make.com | Zapier | n8n

PROFESSIONAL EXPERIENCE

S&S Activewear — Bolingbrook, IL

2024–2025

Product Owner / Product Lead

Led digital product and platform initiatives at a \$4.5B+ enterprise following a major merger, driving roadmap execution, systems modernization, and cross-functional alignment across business and technology teams.

- Owned product roadmap execution across warehouse and fulfillment platforms, partnering with engineering and operations leadership to prioritize initiatives and manage delivery against business objectives.
- Drove enterprise-wide Jira adoption and optimization, establishing agile product management practices across business and technology teams and improving sprint visibility and delivery discipline.
- Implemented workflow automation and integrations between Jira and Azure DevOps, improving coordination between product, engineering, and operational stakeholders.
- Integrated robotics-enabled fulfillment systems (Geek+ and Locus) with a proprietary enterprise ERP/WMS platform, enabling automated workflows and improving operational throughput at scale.
- Delivered \$468K+ in annualized operational savings through process improvement, automation, and elimination of inefficiencies.
- Partnered closely with executives and senior stakeholders to align priorities, manage capacity, and deliver against business objectives across 13 distribution facilities (10 U.S., 3 Canada).

VKS Group — Carol Stream, IL

2020–Present

Founder & President

Founded and scaled a product, digital strategy, and execution consultancy serving SMB and enterprise clients across eCommerce, healthcare, and technology-enabled services.

- Led end-to-end client engagements spanning pre-sales discovery, solution design, estimation, and delivery, ensuring alignment between commercial commitments and execution outcomes.
- Built and operated a B2B eCommerce platform generating \$1.5M in revenue within 18 months, owning product strategy, roadmap execution, and go-to-market decisions.
- Designed and implemented marketing automation, CRM integrations, and operational workflows to improve lead conversion, customer retention, and internal efficiency.
- Designing and deploying AI-enabled workflows and multi-agent automation systems using n8n, Make.com, and Zapier to streamline operations and build repeatable delivery infrastructure.
- Built and launched transform.eco, a sustainability platform, using AI-assisted development tools — demonstrating end-to-end product ownership from concept through live deployment.
- Maintained full P&L responsibility, overseeing pricing, budgeting, cost control, and profitability.

Kelmscott (a FUSE, LLC Company / Mittera Group) — Berkeley, IL

2016–2020

Director of Agency Operations

Recruited back to lead agency-wide operations and digital product management during a major three-company merger, overseeing a department of 14 across development, creative, project management, and marketing operations.

- Led and managed a cross-functional department of 14, including direct reports and a development manager overseeing the engineering team — maintaining delivery continuity through significant organizational change.
- Directed digital product management, business analysis, and creative teams, aligning strategy, execution, and client experience across digital and print service lines.
- Led design and evolution of a proprietary marketing automation platform integrating with Slate (higher-education CRM) to ingest client creative assets, apply mass personalization, programmatically prepare print-ready output, and route directly to production — reducing manual labor and increasing throughput significantly.
- Drove iterative product enhancements that progressively reduced human touchpoints, shifting staff from manual file preparation to exception handling and quality oversight as automation maturity increased.
- Developed and led a sales enablement program coaching print-focused sales teams to recognize and surface potential digital opportunities. Served as the sole decision-maker on opportunity qualification — personally evaluating each pursuit, leading client discovery calls, and owning solution scoping and estimation for all viable opportunities. Completed Sandler Sales training.
- Unified systems and workflows post-merger, eliminating inefficiencies and reducing \$25K+ in unnecessary annual expenses.

Senior Business Analyst

2012–2014

- Delivered digital and print automation solutions for higher education institutions supporting large-scale student recruitment and enrollment marketing campaigns.
- Acted as primary solution and technical lead during pre-sales, owning discovery, requirements definition, and estimation as the organization expanded beyond traditional print offerings.

Lyons Consulting Group — Chicago, IL

2014–2016

Manager, Business Analysis

Built and led the Business Analysis function from the ground up at a boutique eCommerce consultancy, growing the team to 5 direct reports and serving as player-coach across strategy, requirements, and hands-on delivery for enterprise clients.

- Hired and developed a team of 5 Business Analysts, establishing the department's practices, delivery standards, and client engagement model.
- Led enterprise eCommerce implementations (\$1M–\$2M engagements) on Demandware (now Salesforce Commerce Cloud), Magento, and Hybris for nationally recognized brands — including end-to-end discovery, requirements definition, and solution design.
- Supported pre-sales discovery and solution scoping on complex eCommerce pursuits, collaborating with the dedicated sales engineering function to ensure technical feasibility and accurate estimation.
- Partnered with clients, designers, and engineering teams to translate business objectives into executable commerce roadmaps and functional specifications.
- Contributed to improved delivery and financial models that increased project visibility, execution discipline, and margin awareness.

EDUCATION

Master of Business Administration (MBA) — Management

GPA: 4.0

Roosevelt University, Chicago, IL

Bachelor of Science — Operations & Information Management

Northern Illinois University, DeKalb, IL

ADDITIONAL EXPERIENCE

Additional professional experience prior to 2012 available on LinkedIn: [linkedin.com/in/ketanshah224](https://www.linkedin.com/in/ketanshah224)