

# ERIC FREEDMAN

33 ½ Tremont Street Cambridge, MA 02139 857.413.9700  
[double.freedman@gmail.com](mailto:double.freedman@gmail.com) • [linkedin.com/in/edouble](https://www.linkedin.com/in/edouble) • [e-double.com](http://e-double.com)

## SUMMARY

Entrepreneurial brand, innovation & marketing executive fueled by a balance of relentless creativity and data-backed analysis. Demonstrated success designing & growing profitable, remarkable next gen brands.

## EXPERIENCE

### Sidekick Labs, Inc.

Sept25-Present

#### VP, Marketing

- Founding team member for AI cybersecurity frontier lab building the first fully agentic, forward deployed security program that embeds expertise directly with the user - at the human edge.
- Recently out of stealth, lead all aspects of GTM including (but not limited to): brand, positioning/messaging, PR/comms, audience, integrated marketing, product marketing, sales enablement/ops and early design partner program.

### Eric Freedman Brand & Marketing Consulting

Jun15-Present

- Fractional CMO and strategic advisor for clients including Siphox Health, SharkNinja, Malka Media, Foodberry, Currently Wine, January.ai, Eden's Metabolic Health, InsideTracker, Boston Children's Hospital, Mechanica, Genuine, Intrepid Pursuits, Crushroom, Cometeer, Bluestone Life.

### Chew Innovation Lab Boston, MA

Apr23-Apr24

#### Chief Growth Officer/Innovation Strategy Director

- Rebuilt net new revenue pipeline, increased retention and existing partner organic growth while expanding service offerings to new categories, strategy only projects and high performance engagements to support emerging brands
- Manager for human centered innovation strategy and partnerships teams instilling best practices for primary market and consumer research, synthesis + distillation of scientific data, white space opportunity identification, business case design, cross team collaboration and operational efficiency.
- Personally oversaw successful relationships for domestic and international clients across categories including: plant-based vegan spreads, dairy and meat, cell-cultured proteins (chicken & seafood), fortified nut-butter spreads, dessert/baked goods confections, better for you snacks, clean energy and children's supplements.
- Directed science and R&D grant writing for novel organoleptic improvements of cell-cultured proteins and alternative applications for sea vegetables.

## InsideTracker

Cambridge, MA

Sept19-Sept22

### VP, Sales + Marketing

- Executive sales & marketing lead for growth stage, venture backed, global pioneer of science-backed human & healthspan optimization SaaS.
- Scaled revenue 10X from \$2MM-\$20MM between 2019-2022.
- Established growth trajectory supporting \$15MM Series B funding.
- Managed cross functional team of twenty-three (23) high-performance, data centric sales & marketing pros with eight director level reports. Fostered a positive culture of mentorship/personal growth, consumer-centricity, test + learn experimentation, agility + speed to market, goal oriented accountability and financial rigor.
- Deep collaboration with science, AI, product and technology teams to design new product and service roadmap and support with business cases, holistic GTM plans, positioning/value propositions and financial modeling.
- Managed \$10MM annual budget. Decreased CAC by 43% with 128% ROI from 2021-1H'22.
- Increased customer acquisition by +900% and repeat customer sales by 1088% from 1H'20-1H'22.
- Generated +3.5Bn earned media impressions including *WSJ*, *NYT*, *Mashable* & *Outside*.
- Rearchitected "[Start Inside](#)" brand strategy, target segmentation and visual design refresh.
- Orchestrated new performance marketing programs including (but not limited to) Shopify ecommerce, paid social & SEM, social commerce, influencer "allow" listing, affiliate marketing, sponsored podcasts, native advertising and OTT video.
- Designed measurement strategy and full-funnel marketing model to project planning scenarios for revenue, marketing spend, conversion, KPIs and CAC & LTV.
- Restructured sales organization & operations including Inside Sales team creation, measurement strategy, training, sales automation, enablement tools & content.
- Conceived & commercialized innovative new products including celebrity "signature" series, condition-specific panels and multi-unit bundles with +2X avg. AOV.
- Led product marketing and GTM for new product launches including DNA Kit, InnerAge 2.0 (biological age test) and fitness tracker (Apple, Garmin & FitBit) integrations.

## Sleek Machine

Boston, MA

Feb17-Jan19

### Chief Strategy Officer

- Executive brand, communications & strategy lead for award winning creative production agency.
- Generated +\$1.8MM in new revenue, personally originating 38%.
- Implemented insight & data driven strategies for clients including *NIC+ZOE* (women's fashion), *Ox* (engineered building products), *SimpliSafe* (DIY home security), *Zerto* (IT Resilience), *Iron Mountain* (data management), *Audley* (custom travel), *RESCUE* (#1 natural stress & sleep brand), *Sexy Hair* (#1 hair care brand), *Quell* (100% drug free wearable pain relief) and *UNO Pizzeria & Grill*.
- Agency lead for positioning development and omnichannel brand relaunch for *B.GOOD*, 70+ store, international farm to table fast casual pioneer.

## AeroDesigns/Foodberry Cambridge, MA

May12-May15

### SVP, Sales, Marketing & Business Development

- Executive marketing lead of Flagship Pioneering funded leader in nutrition delivery technology.
- Drove +\$2MM in revenue and secured national distribution in +20K drug and convenience doors for

air-based energy product, AeroLife Energy.

- Generated +600MM earned impressions including *Fast Company*, *WIRED*, *CNN*, *Entertainment Tonight*, *Good Morning America*, *Conan O'Brien*, *Ellen*, *Jay Leno*.
- Increased rate of sale by 40% via cross-channel shopper marketing.
- Repositioned AeroLife air-based smart nutrition technology under single brand platform/ID and commercialized six (6) new natural channel compliant products.
- Rearchitected AEROLIFE.COM to positive ROI DTC & subscription channel. *Awards: Outstanding Achievement 2014 Interactive Media Awards and Internet Retailers Hot 100.*
- Established licensing partnership with Stonyfield, world's largest organic yogurt company
  - Launched Stonyfield Frozen Yogurt Pearls in over 30 NE region Whole Foods.
  - Secured top tier media including *NYT*, *USA Today*, *Fast Company*, *Wired* and *CBS*
  - *Awards: 2014 TIME 25 Best Inventions 2014, 2015 Edison Awards Gold, 2014 World Dairy Innovation Awards*

**Mechanica**

**Newburyport, MA**

**2010-2012**

**Brand Director**

**Symantec Health, Fullbridge, Fast Company, Misa Digital, American Heritage Dictionary, Partners In Health, Branding Forward Project, AeroShot Energy, Boston Beer Company**

**Modernista!**

**Boston, MA**

**2006-2009**

**Group Account Director/Director of Interactive Services**

**(RED), Cadillac, Stop Handgun Violence, Rockport**

**Mullen**

**Wenham, MA**

**2002-2006**

**VP, Account Director**

**GameTap, Four Seasons Hotels & Resorts, Panera, People Magazine, Simms Fishing**

**Blazing Paradigm**

**San Francisco, CA**

**2000-2002**

**Account Supervisor**

**The North Face, Whole Foods Market, 24-Hour Fitness, Xpedior**

**McCann Erickson/A&L**

**San Francisco, CA**

**1999-2000**

**Account Executive**

**Microsoft**

**Mullen**

**Wenham, MA**

**1996-1999**

**Account Executive**

**Swiss Army Brands, Stanley, Nextel**

**EDUCATION**

**Tufts University**

**Medford, MA**

**1996**

Bachelor of Arts Economics – cum laude