

ERIC FREEDMAN

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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

Eric Freedman Brand + Marketing Consulting

CAMBRIDGE, MA · JUN15-PRESENT

- Fractional CMO for clients including Siphox Health, SharkNinja, Foodberry, Currently Wine, January.ai, Eden's Metabolic Health, InsideTracker, Boston Children's Hospital, Mechanica, Genuine, Intrepid Pursuits + Cometeer.

Sidekick Labs, Inc.

BOSTON, MA · SEPT25-SEPT26

VP, MARKETING

- Founding executive member for AI-native cybersecurity company, building the first forward deployed security program that embeds expertise directly with the user - at the human edge.
- Designed + launched new cybersecurity DTC brand via 6 week sprint.
- Architected positioning and narrative for pivot to B2B enterprise, helping close \$30MM seed round.
- Led all aspects of GTM including (*but not limited to*): brand, positioning/messaging, PR/comms, analyst relations, events/demand gen, product marketing, sales enablement in support of early design partner program.

Chew Innovation Lab

BOSTON, MA · APR23-APR24

CHIEF GROWTH OFFICER/INNOVATION STRATEGY DIRECTOR

- Rebuilt net new revenue pipeline, increased retention and organic growth while expanding services to new categories, strategy only projects and high performance sprints for emerging brands.
- Manager for human centered innovation strategy and partnerships teams instilling best practices for research, synthesis + distillation of scientific data, white space opportunity identification, business case design, cross team collaboration and operational efficiency.
- Personally oversaw 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, 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 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 roadmap with business cases, 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 Shopify ecommerce, paid social + SEM, social commerce, influencers, affiliates, podcasts, native and OTT video.
- Designed measurement strategy and full-funnel model to project scenarios for revenue, spend, conversion, and CAC + LTV.
- Restructured sales organization including Inside Sales team creation, measurement, training, automation, enablement content.
- Commercialized new products for celebrity "signature" series, condition-specific panels and multi-unit bundles with +2X avg. AOV.
- Led GTM for new launches including DNA, InnerAge 2.0 (biological age) 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), Sexy Hair (hair care), Quell (drug free wearable pain relief) and UNO Pizzeria + Grill.
- Lead for omnichannel 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, GMA, Conan, Ellen + Jay Leno.
 - Increased rate of sale by 40% via cross-channel shopper marketing.
 - Repositioned AeroLife air-based smart nutrition under single brand platform and commercialized six new 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: TIME 25 Best Inventions 2014, 2015 Edison Awards Gold, 2014 World Dairy Innovation Awards.

Mechanica

NEWBURYPORT, MA · 2010-2012

BRAND DIRECTOR

Symantec, Fast Company, American Heritage Dictionary, Partners In Health, Boston Beer Co.

Modernista!

BOSTON, MA · 2006-2009

GROUP ACCOUNT DIRECTOR

(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

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 · SEPT92-MAY96

Bachelor of Arts Economics – cum laude