

Mike Perillo

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MARKETPLACE STRATEGY | ECOMMERCE OPERATIONS | BUSINESS GROWTH

Building Scalable Businesses • Protecting Marketplace Accounts • Driving Profitable Growth

EXECUTIVE SUMMARY

Business builder and marketplace strategist with over 20 years of experience architecting, scaling, and advising eCommerce organizations. A strategic leader who transforms complex operational challenges into scalable, repeatable business systems. Combines deep expertise in marketplace strategy, organizational development, and disciplined risk management to build businesses that happen to sell on marketplaces. Proven track record of leveraging business architecture, analytics, and automation to drive profitability, resilience, and sustainable long-term growth across Amazon, Walmart, Shopify, and DTC channels.

LEADERSHIP PHILOSOPHY

"I build businesses by creating repeatable systems instead of relying on individual effort. My approach combines marketplace strategy, operational discipline, analytics, automation, risk management, and organizational development to create sustainable long-term growth."

CAREER HIGHLIGHTS

- **Architected organizations** supporting hundreds of millions of marketplace products, replacing manual operational processes with scalable business systems.
- **Built a dedicated Marketplace Account Defense organization** protecting multiple marketplace brands and ensuring long-term platform viability.
- **Developed a proprietary Marketplace Risk Assessment Framework** years before Amazon introduced its formal Account Health metrics.
- **Built international recruiting and leadership organizations** supporting global operations across Customer Service, Marketplace Operations, and Production.
- **Architected a vertically integrated** manufacturing operation, scaling the organizational structure and accountability systems from startup to a mature operating model.

- **Designed custom business architecture** and AI-assisted workflows that significantly improved operational efficiency, decision support, and executive visibility.
- **Served as an executive advisor** to organizations spanning consumer products, manufacturing, technology, and enterprise research—focusing on operational transformation and strategic growth.

CORE STRENGTHS

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|----------------------------|------------------------------|-------------------------------|
| • Business Architecture | • Marketplace Strategy | • Marketplace Growth |
| • Marketplace Governance | • Amazon Compliance | • Marketplace Risk Management |
| • Operational Frameworks | • Business Strategy | • Business Intelligence |
| • Executive Reporting | • Pricing Strategy | • Forecasting |
| • Inventory Planning | • Organizational Leadership | • Manufacturing |
| • International Recruiting | • Virtual Assistant Programs | • Process Engineering |
| • Continuous Improvement | • Workflow Optimization | • Automation |
| • Artificial Intelligence | • Business Systems | • Data Analytics |
| • Technology Strategy | | |

PROFESSIONAL EXPERIENCE

TOSCANO GROUP

Founder | Marketplace Strategy, Operations & Growth

2006 – Pre

Marketplace Growth

- Architected comprehensive growth strategies across Amazon, Walmart, Shopify, WooCommerce, eBay, Bonanza, 11 Main, and DTC channels.
- Designed end-to-end product launch systems, pricing architecture, merchandising, and promotional strategies to maximize revenue and capture market share.
- Built inventory planning models and marketplace expansion frameworks, driving sustainable, long-term growth strategies.

Marketplace Governance & Risk

- Developed a proprietary Marketplace Risk Assessment Framework predating Amazon's Account Health metrics. This executive strategic planning tool evaluated platform dependency,

compliance exposure, pricing pressure, competitive intensity, operational scalability, inventory exposure, profitability, and long-term marketplace sustainability.

- Built and led an internal Marketplace Account Defense organization, treating compliance as an organizational capability rather than a support function.
- Designed investigation methodologies, root cause analysis frameworks, appeal structures, and rigorous operational controls.
- Successfully protected high-volume accounts and resolved 50+ Amazon suspensions by enforcing marketplace governance, policy adherence, and long-term account protection strategies.

Analytics & Strategy

- Architected executive dashboards providing critical business intelligence, competitive analysis, and operational KPIs.
- Built proprietary pricing models, forecasting tools, and inventory optimization systems to maximize profitability and capital efficiency.
- Established a data-driven culture, designing decision-support frameworks to guide executive strategy and operational planning rather than relying on intuition.

Organizational Leadership & Operations

- Designed organizational structures, accountability systems, and scalable operating models across Customer Service, Marketplace Operations, Marketplace Account Defense, Manufacturing, Production, Creative, and Technology.
- Built international Virtual Assistant organizations, designing comprehensive onboarding systems, leadership frameworks, and performance management KPIs.
- Transformed manual processes by engineering repeatable SOPs, documentation, and quality assurance systems to support organizational growth at every stage.

Business Systems Thinking & Automation

- Designed custom business architecture and internal systems focused on solving complex operational bottlenecks.
- Architected workflow automation platforms, reporting systems, and business intelligence tools to streamline operations and enhance executive visibility.
- Integrated AI-assisted workflows and operational automation to drive technology modernization, continuous improvement, and scalable growth.

REPRESENTATIVE CONSULTING ENGAGEMENTS

Make Your Mark Design

Provided executive consulting focused on marketplace strategy, business architecture, manufacturing processes, automation, and long-term organizational growth.

Got Watts Electric

Advised on business systems, operational frameworks, technology modernization, process engineering, and strategic business consulting.

Confidential Consumer Products Company (NDA)

Delivered marketplace strategy, operational transformation, analytics, and executive advisory services.

Enterprise Research Organizations

Led initiatives in governance, cloud modernization, stakeholder management, operational transformation, AI workflows, export control compliance, and large-scale technology leadership.

EDUCATION

B.S. Business Administration

Concentration in Management Information Systems

San Francisco State University