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RE: DIRECTOR OF ECOMMERCE – HUCKBERRY

Hello Huckberry Crew,

I'll start with the part your posting screens for: I'm an obsessed Huckberry customer. I shop the site for fun and can't help noticing how to make it better, which is exactly the owner mindset you're looking for. I'm also an outdoors guy: I run a documentary series about veterans and fly fishing, I've operated outdoor and lifestyle brands, and Huckberry's world is one I actually live in, not one I'd be learning.

On the job as scoped, I'm built for it. I've owned a digital P&L, run a maniacal focus on conversion, AOV, and LTV, and led the site experience, merchandising, and promo calendar end-to-end — most recently growing a DTC business from under \$5K to \$320K a month. I partner naturally with UX, tech, creative, and marketing, and I'm an early, hands-on AI adopter who uses it to automate reporting, sharpen insights, and kill team redundancy. I'll own the CRO mandate and squeeze every incremental gain from the funnel.

Here's where I'd add something extra. CRO is essential, but it has a math problem: getting a good funnel from great to perfect takes the same effort as the first big gains did, for a fraction of the return. Once the mousetrap clearly works, the highest-leverage move is new eyeballs, expanding the audience without alienating the core, which modern AI makes cheaper and more precise than ever. I think about brand-acquisition and owned-line expansion (I've led diligence on outdoor-brand M&A), and about serving your core guy in a context no one dresses him for — the affluent Midwest millennial man at his overland or boondock weekend, who wants waxed canvas and dependable taste, not a high-vis billboard. I've put a short POV together; I'd love to walk you through it.

One last, more personal note. I'm a third-generation maker. My grandfather, Jack Stong, was a Michigan outdoorsman, a Navy man, and a rocket engineer who started from humble beginnings — proof, as he liked to show, that you can start out picking strawberries and end up working on the moon. That sense of adventure is why I build, and it's the lens I bring to my work: helping leaders double their growth without losing their soul. Huckberry feels like a place that understands exactly that.

One practical note to close: I'm in Columbus, home to your distribution operation, so I can be hands-on at the warehouse where a lot of the customer experience actually lives, with a regular cadence in Austin for leadership presence. I'd welcome the conversation.

Warmly,

Andy Stiebler