

Jason T. Pawloski

Executive Leader · Entrepreneur · Operator



CONTACT

616.890.3385

jason@baywoodventures.com

linkedin.com/in/jasonpawloski

jasonpawloski.com

baywoodventures.com

Areas of Expertise

STRATEGIC LEADERSHIP

Business Building
Enterprise Strategy
Executive Leadership
Organizational Design & Transformation
Strategic Planning, Roadmaps & Capital Budgeting

COMMERCIAL LEADERSHIP

Growth Strategy
P&L Leadership
Customer Experience

OPERATING EXCELLENCE

Operating Model Design
Digital & Technology
AI Enablement

EXECUTIVE SUMMARY

Jason Pawloski is an executive leader, entrepreneur, and business builder with 25 years of experience helping organizations navigate inflection points and unlock their next stage of value creation. Across Fortune 1000 companies, middle-market organizations, and entrepreneurial ventures, he has built a reputation for simplifying complexity, aligning leadership teams around the highest-value opportunities, and executing strategies that deliver measurable business results and improve enterprise value.

Throughout his career, Jason has consistently been drawn to businesses where opportunity exceeded performance—organizations with strong fundamentals that required greater alignment, stronger systems, and disciplined execution to realize their full potential. Whether serving as an operator, advisor, or entrepreneur, his work has centered on modernizing operating models, building and aligning high-performing teams, strengthening commercial strategies, building new capabilities, and improving execution for enduring enterprise value.

Most recently, Jason co-founded Arcadia Digital, an operator-led digital services firm for leading consumer brands across North America. Working with CEOs and leadership teams, Arcadia helped organizations accelerate profitable growth while building stronger internal capability rather than consulting dependency.

CURRENT FOCUS

Today, through Baywood Ventures, Jason is actively pursuing opportunities to acquire, build, and lead high-potential businesses through ownership, operating partnerships, or executive leadership roles. He also selectively advises owners, boards, CEOs, investors, and teams navigating periods of growth and transformation.

CAREER HIGHLIGHTS

- Co-founded, scaled, and successfully exited Arcadia Digital.
- Author of *The eCommerce Growth Gap*, an Amazon.com #1 Best Seller.
- Returned Masimo Consumer's global eCommerce business to profitability.
- Doubled direct-to-consumer revenue at Escalade Sports.
- Led the largest digital initiative at Wolverine Worldwide, re-platforming 70+ websites across 15 global brands.
- Built enterprise operating models and Digital Centers of Excellence across multiple organizations.

Professional Experience

Arcadia Digital

Co-Founder

Co-founded Arcadia Digital to provide an alternative to traditional consulting and agency models by embedding experienced operators alongside executive teams. Built the firm's operating model, capabilities, market positioning, and leadership philosophy while collaborating with CEOs and leadership teams on growth strategy, organizational effectiveness, and commercial transformation.

SELECTED ENGAGEMENTS

- **Superfeet.** Led enterprise migration to Shopify Plus while developing a comprehensive commercial strategy that increased revenue +30%, improved profitability +15%, and grew eCommerce penetration +33%.
- **Xero Shoes.** Partnered with executive leadership to improve commercial performance, increasing revenue +12% and profitability +8%, while reducing paid media investment 5%.
- **United Sports Brands.** Led portfolio-wide eCommerce turnaround strategy, reversing a -21% revenue decline to +8% growth while improving profitability +141% in six months.

Masimo Consumer

Vice President, Global Digital & eCommerce

Led the global Digital organization with responsibility for eCommerce, digital marketing, customer experience, and digital technology. Served as a member of the executive leadership team during a period of significant organizational transformation.

SELECTED ACCOMPLISHMENTS

- Returned the global eCommerce business to profitability while establishing the company's first Digital Center of Excellence integrating marketing, technology, customer experience, and analytics.
- Grew the business +36% while delivering first-ever positive EBITDA (+\$2.4M).
- Developed the company's first enterprise customer experience vision and integrated roadmap, aligning marketing, commerce, and technology around the customer lifecycle.

Escalade Sports

Vice President, eCommerce

Led enterprise direct-to-consumer strategy across a portfolio of consumer brands while modernizing digital capabilities and commercial operations. Served as a member of the executive leadership team during a period of significant organizational transformation.

SELECTED ACCOMPLISHMENTS

- Built the company's first enterprise direct-to-consumer business unit, operating model, and P&L.
- Doubled direct-to-consumer revenue while redesigning eight brand websites and modernizing commercial operations in 12 months.
- Created the enterprise direct-to-consumer strategy and roadmap supporting long-term growth.

Haworth

Global Digital Marketing Director (Head of Digital)

Led global digital strategy, customer experience, and digital transformation initiatives across Haworth's commercial, dealer, and direct-to-consumer businesses. Modernized digital capabilities through technology and process transformation in a global enterprise. Served as a member of the executive team.

SELECTED ACCOMPLISHMENTS

- Created the first Global Unified Digital Strategy across three distinct businesses.
- Built an industry-leading configurator generating \$18M in incremental quotes within six months.
- Launched a B2C eCommerce business to capture "Work-from-Home" demand, scaling from \$0 to a multi-million-dollar run rate in 60 days.

Wolverine Worldwide

Senior Manager · Director · Senior Director

Held progressive leadership roles supporting enterprise digital commerce and transformation across a global portfolio of footwear brands.

SELECTED ACCOMPLISHMENTS

- Led the enterprise initiative to re-platform 15 brands and 70 global websites to Salesforce Commerce Cloud over a three-year cross-functional project.
- Led the eCommerce workstream for the company's enterprise transformation initiative in partnership with McKinsey & Company. Received the CEO Award for "extraordinary" contributions.
- Built digital experimentation capabilities that significantly improved commercial performance and customer experience, achieving +1200% ROI in 18 months.

Education & Learning

Grand Valley State University

B.B.A., Management Information Systems

Sleeping Giant Capital

Acquire Program (*in progress*)

Coursera

AI Certifications (*in progress*)

Publications

The eCommerce Growth Gap

Amazon.com #1 Best Seller in three categories—eCommerce, Strategy & Competition, and Operating Systems.

EcommerceGrowthGap.com

Outside the Office

Jason was born and raised in West Michigan, where he still lives with his wife of 17 years and their three children. He is passionate about lifelong learning and helping people and organizations reach their full potential. Outside of work he is focused on his family, chasing scratch golf, searching for master-angler trophy fish, and staying fit.

As those who know him often joke, Jason has no casual interests.