

Donna Iucolano

Owner and Principal at Spinach Candy

Port Washington, NY, US

And it's good for you! Get a taste for superior digital business practices and e-Commerce strategies with the founder of Spinach Candy

Biography

I am an independent consultant and former senior executive with deep experience in digital business transformation, e-commerce, strategic planning, multi-channel operations, and CRM. My experience spans multiple industries including apparel, gifting and children's and educational media / publishing with an emphasis on direct-to-consumer and multi-channel retail businesses. I founded and led the Internet-based e-commerce efforts for 1-800-FLOWERS.COM and Scholastic; and, led and improved direct-to-consumer efforts for New York & Company. My 18-year career has been marked by increasing leadership responsibility, entrepreneurial spirit, strategic insight, customer focus, channel integration, team development, and profitable growth. Today, I consult for companies large and small, and in various stages of their digital business development. I was a founding member of e-commerce industry association, SHOP.ORG, and served as the founding chairperson of the research committee, introducing The State of Online Retailing. Before venturing into e-commerce, I enjoyed a successful first career as a high school teacher and non-profit administrator. Specialties: Envisioning Opportunities | Strategy Formation and Planning | Business Model Innovation | Profitable Growth | Managing and Leading Change | Interim Executive Management | E-Business Readiness | E-Commerce (end-to-end) | E-Commerce Platform Reviews and Selection Support | Customer Development | Cross-Channel and Online Marketing | Customer Experience Improvements | Strategic Partnerships | Organizing for E-Success | Coaching and Team-Building | Event Speaker (Conferences and Corporate Events)

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Corporate Training, Apparel/Accessories, Management Consulting, Retail, Direct Marketing, Publishing, Internet, IT Services/Consulting, Public Relations and Communications, Education/Learning

Areas of Expertise

Online Marketing, Digital Business, Business Model Innovation, Situation Analysis, Business Transformation, New Business Development, Customer Experience, E-Commerce Consulting, Marketing Strategy, Content Strategy

Affiliations

Sample Talks

Same-Day Delivery: What do businesses need to succeed in the Internet age

While most Internet retail is focused on the front-end activities ? the look and feel of the Web site, taking and processing an order ? in reality that is 50% of the battle with respect to what the customer wanted. The stumbling block was on the back end, with respect to being able to actually deliver the finished product to a consumer. This presentation will focus on the increasing expansion of online merchandising, and how it impacts upon the bricks-and-mortar business model.

Monetizing the Real-Time Web: Why Every E-Tailer Will Need to Become a Content Producer

We've mastered the art of creating and serving contextual ads for traditional search result pages, but users of the real-time Web are living in a state of constant re-refresh as they seek the latest info. Are you ready to serve multiple ads to the same user? And, how will you leverage other forms of real-time data such as streams in a user-friendly way while still focusing on measurable results? Develop a better understanding of the real-time web and how to prepare for new marketing opportunities.

Event Appearances

Monetizing the Real-Time Web: Why Every E-Tailer Will Need to Become a Content Producer
Internet Summit 2010

Education

Hofstra University
Bachelor of Arts Communication Arts

Hofstra University
Master of Science Master of Science

Hofstra University
M.B.A. Marketing

Fashion Institute of Technology
Associate of Arts and Sciences Communication Arts

Accomplishments

Recipient ? New York Ten Award

Donna was the inaugural recipient of a ?New York Ten Award? for leadership and innovation by the Executive Council of New York. The New York Ten Awards is an annual selection of ten individuals in the greater New York business community who have, through their innovation, significantly impacted their organization and industry.

Advisory Council Chair ? Hofstra University, School of Communication

The School of Communication's Advisory Council are responsible for advising administrators and providing input concerning educational programs, events, student opportunities, and facilities and operations. The Advisory Council is essentially responsible for ensuring that the school continues to flourish in the rapidly changing world of communications and media convergence. The Council is also a networking tool for students seeking internships and job opportunities upon graduation.

Member ? Women In Leadership Council, Hofstra University

Women in Leadership is a new initiative designed to highlight the accomplishments of the countless successful Hofstra alumnae. The group is expected to become a professional resource and powerful network for both alumnae and current students.

Board of Advisors ? Radish Systems, LLC

Radish Systems is the innovative, world-wide leader improving the way businesses communicate with mobile devices users. Our mission is to improve the way people communicate using smart mobile devices while maintaining compatibility with the existing telephone infrastructure, contact centers, and Interactive Voice Response (IVR) systems. We help businesses interact with people on their mobile devices more effectively through our easy-to-use solutions.

Owner and Principal ? Spinach Candy

Spinach Candy is a strategic digital business consulting, interim management and business development company for early stage, growing, mature, and even stalled companies. Services include: business reviews and assessments, strategy formation, business planning, organizational development, strategic partnerships, vendor reviews / selection, business development, operations planning, M&A support, interim executive management, and thought leadership.

Recipient ? Top 25 Click and Mortar Executives

In 2000, Donna was named one of the Top 25 Click and Mortar Executives by Internet World.

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