

Stephen Lesser

GLOBAL BRAND, PRODUCT & GROWTH EXECUTIVE | AI, TECHNOLOGY & CONSUMER

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Global brand and business leader across AI, technology, retail, CPG, wellness and fashion. I turn complex products and new categories into clear customer value and measurable growth, combining commercial rigor, product thinking, culture and data-led storytelling that has reached over 10 billion people. Kind, approachable and wildly curious about what actually drives customer connection.

Core Strengths: AI Go-to-Market | Brand & Category Strategy | Product Marketing | Growth Strategy | Commercial Transformation | P&L Leadership | eCommerce & Omnichannel | Partnerships | CRM, Loyalty & Lifecycle | Customer Experience

Portfolio: www.stephenlesser.com

PROFESSIONAL EXPERIENCE

Lagrange Labs

HEAD OF MARKETING | 2026 - Present

AI infrastructure company building verifiable AI, secure inference and coordination platforms for autonomous systems

- **Category & Product:** Lead marketing and commercial strategy for DeepProve and Halo, translating verifiable AI and autonomous coordination into clear value for enterprise and technical buyers.
- **Commercial Positioning:** Built the category narrative, executive messaging, website, sales story and launch system across AI trust, privacy, secure inference and autonomous systems.
- **Product Storytelling:** Built a true-to-product Halo simulation and Hold the Swarm, a game that made autonomous coordination tangible for buyers, partners and broader audiences.

Tools for Humanity

HEAD OF U.S. AND GLOBAL GROWTH AND PARTNERSHIPS | 2023 - 2026

Sam Altman-founded technology company building World, the real human network bringing proof-of-human infrastructure, finance and connection to the internet in the age of AI

- **U.S. Market Launch:** Led U.S. GTM for World's proof-of-human platform, turning a complex AI-era idea into a market strategy that helped make World a top 3 app globally.
- **Global Growth:** Drove 13x user growth and 6x verifications globally in 10 months through operator expansion, referrals, lifecycle marketing and retention.
- **Strategic Partnerships:** Built partnerships across finance, sports, media, fashion, retail, gaming, ticketing, and dating to position World ID as trust infrastructure for AI.
- **Digital Performance:** Improved the organic ranking for "World" on a 99/100-difficulty term from #58 to top 5; built GEO strategy and a scalable global app-install engine.
- **Operating Model:** Built an AI-era brand and growth system uniting product, retail, sales, field operations and partnerships; launched agile pods to improve speed.

Hanna Instruments

GLOBAL VICE PRESIDENT / GM, MARKETING AND E-COMMERCE | 2021 - 2023

Global scientific instruments manufacturer operating in 75+ countries; Executive Committee member

- **Team Leadership:** Built and led a 56-person global marketing, ecommerce and customer care organization; enabled a 600-person sales organization across 75+ countries.
- **Business Transformation:** Repositioned a legacy B2B manufacturer into a customer-led growth company, doubling market share and beating three-year revenue goals by 60%.
- **Digital Commerce:** Rebuilt ecommerce, ERP and CRM architecture, expanded Amazon globally and launched 25 sites using AI-driven merchandising.
- **Recurring Revenue:** Built subscription programs across the Americas and Europe, increasing AOV 35% and member growth 55% year over year.
- **Customer Acquisition:** Doubled the customer base and cut CAC 30% through ABM, paid media, trade events and lifecycle campaigns.
- **P&L Performance:** Improved ROI 44% through pricing realignment, budget optimization, forecasting and a complete overhaul of Hanna's vertically integrated manufacturing.
- **Customer Experience:** Unified marketing, sales, supply chain, R&D and customer care across a 20,000-SKU catalog, lifting LTV 36%.

MedMen

VICE PRESIDENT, DIRECT TO CONSUMER | 2019 - 2021

Founder-led multi-state cannabis retailer and CPG brand with 70 stores and an ecommerce platform

- **Omnichannel Expansion:** Launched delivery and pickup and opened 30 stores in 10 states, driving 550% customer growth and digital sales to 27% of revenue.
- **Product Growth:** Commercialized two new product lines, with 33 of 45 SKUs becoming top sellers within three weeks.
- **Loyalty Innovation:** Created Buds, the first national cannabis loyalty program, integrating CRM, personalization, partnerships, marketing technology and influencer campaigns.
- **Creative Impact:** Produced Spike Jonze's "The New Normal": 1.5 billion video views, 18% sales lift and +15% unaided awareness; Cannes Lions winner.
- **Media Revenue:** Founded Ember Media, generating \$3.7M in ad sales and doubling magazine distribution.

Al Futtaim Holdings

VICE PRESIDENT, MARKETING AND E-COMMERCE | 2015 - 2019 | Dubai, UAE

Head of marketing and ecommerce for a \$1.7B retail portfolio across the Middle East and Asia, with ecommerce P&L ownership

Brand Portfolio: Marks & Spencer, Zara, Kate Spade, Sandro, Maje, Adidas, Hugo Boss, Ace Hardware, Guess

- **Portfolio Turnaround:** Delivered a +14-point swing from -9% to +5% across 265 stores and 20 brands through operating model, pricing and merchandising changes.
- **Digital P&L:** Owned ecommerce P&L and launched sites and Amazon channels for five brands, adding \$160M in digital revenue through integrated OMS, CMS and analytics.
- **Customer Growth:** Expanded the CRM database 35% to 14.8M through segmentation, integrated marketing, influencer programs, tourism and sales training.
- **Loyalty Leadership:** Built the BLUE multi-brand loyalty app and co-branded Visa card, driving 33% higher spend and a 300% lift in cross-brand purchases.
- **M&A Integration:** Led integrations for Ted Baker, Adidas and Kate Spade plus new franchises Kiabi, Watsons and BAPE, driving 47% YoY growth.
- **Team & Culture:** Built and led a 31-person team; streamlined creative, marketing and technology operations 15% while delivering 500+ annual projects.

American Apparel

BRAND STRATEGY AND DIGITAL GROWTH (CONSULTANT) | 2015

Global DTC fashion and lifestyle brand undergoing a PE-led turnaround; later sold to Gildan

- **Digital Growth:** Relaunched global loyalty, re-engaged 3.5M members, grew Instagram by 900K followers and doubled social commerce sales.

Mattel

SR. MANAGER, GLOBAL BRAND MANAGEMENT | 2010 - 2014

Global CPG and entertainment company - Barbie, Hot Wheels, Fisher-Price, Thomas & Friends

- **Retail Growth:** Built a \$290M retail, licensing and location-based entertainment business; secured 26 franchise deals across 37 countries.
- **Product Expansion:** Launched quarterly apparel and accessories programs across 80 SKUs, lifting sell-through and partner operating margins.

Schematic: WPP Digital Agency

MANAGER, DIGITAL OPERATIONS | 2007 - 2010

- **Business Optimization:** Improved delivery across UX, creative, engineering, strategy and technology, supporting agency growth to \$100M in billings.

EDUCATION

New York University | B.A., International Relations