Sambit Pal

FRACTIONAL CMO · SVP / VP MARTECH, PERFORMANCE MARKETING, RETENTION & ANALYTICS

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EXECUTIVE SUMMARY

Marketing technology, customer retention and analytics executive with 25+ years building data-driven growth engines at Bank of America, Overstock / Bed Bath & Beyond, Norwegian Cruise Line Holdings, Office Depot and Atlantic Coast Automotive. Owned a $1B+ email and push channel P&L, set enterprise Martech strategy, and led CDP, CRM, BI, experimentation and attribution programs across banking, diversified retail, travel and automotive retail, with digital and ecommerce at the core of every role. Builds and mentors global onshore and offshore teams, several of whose members have gone on to leadership roles. Uses generative and conversational AI to raise the quality and speed of execution.

$1B+	70+	30M+	33+
Email & push P&L owned	Dealerships, ~$1B revenue	Online banking customers	Global web properties

CORE COMPETENCIES

- Martech Strategy & Architecture
- Email & Push P&L
- Business Intelligence
- Data Governance & Modernization
- CDP · CRM · CEM
- Performance Marketing
- Experimentation & A/B Testing
- Mobile App Analytics
- Customer Retention & Lifecycle
- Marketing & Product Analytics
- Cross-Channel Attribution
- Generative & Conversational AI

PROFESSIONAL EXPERIENCE

Atlantic Coast Automotive

Mar 2024 – Present · Miami, FL

VICE PRESIDENT · RETENTION | MARTECH & BI | MARKETING ANALYTICS

Leads customer retention, marketing technology, digital customer experience and analytics for a 70+ dealership group with ~$1B in revenue.

- Develops and implements CDP, CRM and CEM strategies to deepen customer engagement and lifetime value
- Integrated business intelligence tools to enable data-driven decision-making across multiple locations
- Improves customer experience through targeted CX strategies and web and marketing analytics
- Uses generative and conversational AI to raise project quality and efficiency

Overstock · Bed Bath & Beyond

Jul 2020 – Oct 2023 · Miami, FL

SENIOR DIRECTOR · PRODUCT (APP) MARKETING | MARKETING ANALYTICS | MARTECH

May 2023 – Oct 2023

- Owned the mobile-first initiative together with the performance marketing team; led Martech strategy and marketing analytics

SENIOR DIRECTOR · RETENTION | ANALYTICS | MARTECH

Sep 2022 – May 2023

- Responsible for the **$1B+ P&L for the email and push channel**
- Owned marketing analytics and the overall Martech strategy for Overstock / Bed Bath & Beyond

SENIOR DIRECTOR · PRODUCT & MARKETING ANALYTICS

Jul 2020 – Sep 2022

- Led experience analytics, experimentation, product development support, and acquisition and retention marketing analytics, partnering with FP&A, ML and Technology
- Drove enterprise data modernization and marketing technology assessment and implementation

Norwegian Cruise Line Holdings Ltd.

Oct 2011 – Apr 2020 · Miami, FL

DIRECTOR · ECOMMERCE | ANALYTICS (previously Manager and Senior Manager)

Led decision management and multi-channel integration for global ecommerce across ncl.com, oceaniacruises.com and rssc.com, building one data-driven digital experience to support company growth.

- Cross-channel analytics, data integration and governance, tag management, and linking online to offline data
- Marketing technology deployment: CRM, data warehouse, Adobe Analytics, Tableau, tag management and personalization
- Cross-channel attribution support and marketing technology integration; mobile app analytics
- Testing and optimization, forecasting, reporting, data visualization and competitive intelligence
- Built data infrastructure and process improvements; built and mentored onshore and offshore teams

Office Depot

May 2009 – Sep 2011 · Boca Raton, FL

MANAGER · GLOBAL ECOMMERCE

Reporting to the VP of Ecommerce, led global digital analytics and optimization for North America, B2B and B2C, and supported Europe and Asia, across 33+ web properties.

- Built a best-in-class testing and optimization platform for OfficeDepot.com and business.officedepot.com
- Led the integration of digital data with CRM

Bank of America

Jul 2005 – May 2009 · Charlotte, NC

VP, MARKETING INFORMATION CONSULTANT · ECOMMERCE BUSINESS PLANNING & ANALYTICS

- Led eCommerce analytics for the No. 1 consumer online bank: 30M+ active online subscribers, 15M bill payers and 7M+ mobile subscribers
- Led implementation, reporting and analytics for online and mobile banking, cards, mortgage and deposits
- Worked with the EDW teams to link online and offline data across consumer touchpoints
- Led web analytics integration for large acquisitions, including MBNA and LaSalle Bank
- Led decision support for key product launches and mission-critical C-level reporting during ecommerce platform migrations

Standard Chartered Bank · Nova Southeastern University · Odimo

2000 – 2005 · Miami–Fort Lauderdale

SR. ECOMMERCE ANALYST · ANALYST · ASSOCIATE

EDUCATION

The University of Texas at Dallas
MSc / MBA, MIS & Ecommerce

St. Xavier's College, Kolkata
B.Com, Accounting, Finance & Corporate Law

CERTIFICATIONS & LANGUAGES

MIT Professional Education: Tackling the Challenges of Big Data
MIT Professional Education: Applied Business Analytics

English (full professional) · Bengali (full professional)
Hindi (professional working)

PLATFORMS & TOOLS

Adobe Analytics · Google Analytics 4 (GA4) · Tableau · Tag management · Customer Data Platforms (CDP) · CRM / CEM · Generative & conversational AI

ENDORSEMENT

> *"He spearheaded several projects that not only resulted in substantial cost savings for the company but also propelled top-line growth by millions... Without hesitation, I highly recommend Sambit for roles that demand strategic vision, analytical prowess, and a proven track record of impactful leadership."*
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> **Angela Hsu**, Former Chief Marketing Officer, Overstock and Bed Bath & Beyond (managed Sambit directly)