

# Eric C. Lipsky

Senior Director, Digital Experiences & Growth  
San Francisco, California

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## SUMMARY

*“Data-driven growth leader adept at delivering world-class digital experiences.”*

Experienced team builder and leader with a passion and proven track record for driving results and instituting a culture of growth. Adept collaborator, innovator, and facilitator of progress via scalable methodology and cross-organizational management.

**\$30B+**

Combined company value  
across portfolio

**6**

High-growth companies  
Series B to NYSE

**80+**

People hired & led  
cross-functional teams

## I EXPERIENCE

### Freshworks

Senior Director of Digital Experiences

Apr 2024 – Present  
San Mateo, CA

Owned and oversaw the roadmap for digital, optimizing the website while closely partnering and managing executive stakeholders across Marketing, Sales, and Product.

Conceptualized and led the zero-to-one design and build of AI Mode, a Webby Awards honoree and RAG-powered website product whose machine-learning systems intelligently decision and route visitor traffic at scale, driving PLG and SLG pipeline nurture and acquisition.

Led the restructuring of an inherited 45-person organization into a focused ~15-person team that has driven 8 consecutive quarters of productivity growth via AI workflows and deliberate prioritization.

### Airtable

Head of Web Experiences & Strategy

Aug 2021 – Apr 2024  
San Francisco, CA

Oversaw all marketing team roadmaps while establishing and leading cross-functional OKRs across Marketing, Product, and Engineering.

Formulated a multi-year strategy to scale the website and digital properties, supporting both enterprise and self-serve funnels via a data-driven approach.

Led team through major company pivots and organizational changes while maintaining one of the highest performance and team satisfaction scores in the company.

### Intercom

Senior Manager of Web & Growth

Jul 2019 – Aug 2021  
San Francisco, CA

Led and formulated the group level roadmap (web & growth) on a quarterly basis, delivering 90%+ of roadmap commitments via studious management, prioritization, and cross-departmental alignment.

Led growth team's experimentation efforts, consistently delivering insights and incremental results for both self-serve and enterprise funnels.

Managed multiple website properties, facilitated information architecture overhauls, managed website redesign, migration, and localization efforts.

## II EXPERIENCE, CONT.

### LendingClub

Senior Product Manager

Feb 2018 — Jul 2019  
San Francisco, CA

Led team of nine in revamping the website and application flow to drive better user experience, higher traffic acquisition, and conversion improvement.

Delivered 3% lift in aggregate application creation in acquisition channels through precise roadmap execution and key stakeholder management.

Created and instituted testing methodology, documentation, and workflow best practices across teams.

### LendingClub

Product Manager

Apr 2016 — Feb 2018  
San Francisco, CA

Led website redesign optimization, increasing organic traffic by 16% and organic revenue by 4%.

Led company from 8th to 1st position on anchor term 'personal loans,' creating 150k extra customers/year.

Developed new website architecture leading to reduction in site errors and increase in search optimization.

## EARLIER

### Talkdesk

Marketing & SEO Manager

Sep 2015 — Feb 2016

### QuinStreet

Online Marketing Manager

Apr 2013 — Sep 2015

## III CAPABILITIES

### SKILLS

Executive stakeholder management

AI workflows at scale

A/B testing & user testing

Search Engine Optimization

Content strategy

Public speaking

AI & zero-to-one product

Experimentation & CRO

Answer Engine Optimization

Data analysis

Cross-functional team building

### TOOLING

#### WEB

Google Analytics · Google Search Console · FullStory · Looker · Tableau · Contentful · WordPress · Heap

#### EXPERIMENTATION

Optimizely · Statsig · Maze · Marketo · Unbounce

#### PROJECT MANAGEMENT

JIRA · Airtable · Asana · Linear

## IV EDUCATION & VENTURES

### University of California, Davis

B.A. Communications · B.A. English

### Plurigen AI — *Founder*

AI platform for idea intelligence and realization.

## V LANGUAGES

English — *Native* · Portuguese — *Native* · Spanish — *Fluent* · Italian — *Fluent* · French — *Conversational*