

ELIZABETH SWAINSTON

Director of eCommerce | B2B & Digital Transformation

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B2B · D2C

P&L Owner

Lowe's · Home Depot · Menards

PROFESSIONAL SUMMARY

Strategic eCommerce leader with a robust background in B2B/D2C platform design, national account management, and digital transformation. Recognized for delivering measurable revenue growth and building scalable digital programs across the building materials industry. Experienced in end-to-end roadmap ownership, ERP/PIM integration, and retailer partnership at the national level with Lowe's, Home Depot, and Menards. Equally at home architecting platform strategy and managing the operational detail that makes it work.

CORE COMPETENCIES

EC	eCommerce Strategy	B2B/D2C Roadmap · Platform Migration · P&L Ownership · Channel Growth · Marketplace Management
AC	National Accounts	Lowe's · Home Depot · Menards · Retail Partnerships · Vendor Management · Speed-to-Market
OP	Digital Operations	ERP/PIM Integration · SKU Management · Taxonomy Design · Inventory Optimization · Barcode/GTIN Registry
DA	Data & Analytics	Market Trend Analysis · Price Planning · Inventory Analytics · Performance Reporting · Demand Forecasting
LD	Team Leadership	Department Building · SLA Design · Cross-functional Alignment · Customer Care Ops · Mentorship
DT	Digital Transformation	B2B Portal Development · Platform Modernization · Mobile Optimization · Contractor Procurement UX

PROFESSIONAL EXPERIENCE

ConMat Group (Construction Materials Group) · Harrisonburg, VA (Remote)

Director of eCommerce

2024 – Present

- Lead comprehensive digital transformation efforts and manage the end-to-end eCommerce roadmap across building materials categories to enhance market presence and drive online channel growth.
- Oversee P&L performance and manage complex platform migrations, ensuring seamless technical transitions and continuity of revenue.
- Optimized the digital procurement experience for bulk-ordering contractors, significantly reducing friction and improving conversion in the B2B ordering workflow.
- Direct cross-functional collaboration with supply chain and sales teams to align digital marketing initiatives with regional demand signals.
- Grew online channel sales through targeted B2B retention programs and improved mobile responsiveness for job-site procurement.

National Nail · Grand Rapids, MI

National Account Manager — Home Centers

2024

- Oversaw stocking programs for fasteners, pneumatic tools, and decking products across Home Depot national accounts while managing price planning strategies.
- Accelerated speed-to-market for new programs through direct collaboration with Home Depot Merchants, compressing launch timelines.

- Cultivated vendor relationships and recommended promotional activities based on rigorous market insights and category performance data.

Warship Capital, LLC

eCommerce Director

2021 – 2024

- Established customer care departments for D2C clients from the ground up, defining SLAs and tiered response processes across seven B2B and D2C accounts.
- Developed and executed growth strategies that produced substantial revenue increases across building materials and luxury goods verticals.
- Managed inventory, contract terms, and retailer relationships while positioning the firm as a trusted eCommerce partner in two distinct market segments.

Novo Building Products

Senior eCommerce Manager

2020 – 2021

- Spearheaded development of B2B customer portals for three affiliate companies, enhancing profitability and self-service adoption.
- Implemented strategic pricing adjustments and refined product content to secure stronger market positioning across eCommerce channels.

Empire Moulding & Millwork

eCommerce Content Specialist / Customer Performance Management

2012 – 2017

- Scaled Special Order category from \$600K to \$1.2M in 18 months; achieved 72% B2B platform engagement lift through content optimization and modern interface redesign.
- Managed registration of 15,000 barcodes and expanded special order SKUs from 60 to 1,200 — a 20x increase in digital catalog depth.
- Standardized product content and taxonomy for 32 building material categories with Lowe's merchants; coordinated ERP integration for 32,000 SKUs across five wholesale distributors.
- Optimized inventory across 600 Lowe's stores using proprietary analytics to ensure availability and reduce out-of-stock events.

EDUCATION

Associates in Communication

University of Phoenix · 2009–2013