

DAVID SOMMERVILLE

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EXECUTIVE LEADER | STRATEGIC ADVISOR | E-COMMERCE, OPERATIONS & PRODUCT DEVELOPMENT

PROFESSIONAL SUMMARY

Executive operator and strategic advisor with over two decades of experience building and scaling businesses across cycling apparel, e-commerce, global manufacturing, fulfillment, and product development. Former Brand & Operations Director at Verge Sport, leading a **\$15M+ U.S. business** while contributing to **\$40M+ in global operations** across 20+ countries.

Proven executive leader with experience managing cross-functional teams across sales, marketing, artwork, production, technology, fulfillment, and customer service, including distributed teams throughout the U.S., Europe, and Asia. Strong background in operational leadership, profitability management, client development, product strategy, and building scalable systems that align people, process, and execution. Known for solving operational challenges, developing high-performing teams, and delivering scalable, execution-focused leadership.

Expert in Shopify-based e-commerce systems, fulfillment and logistics infrastructure, product development, and global supply chain execution. Extensive experience building and scaling direct-to-consumer platforms, integrating operational workflows, and developing systems that improve customer experience, operational efficiency, and long-term revenue growth.

Active in the cycling industry as a USA Cycling Category 1 athlete, coach, and UCI Director Sportif, bringing real-world performance insight into product and operational decision-making.

SELECTED ACHIEVEMENTS

- Led U.S. business generating **\$15M+ in revenue** with a contribution to **\$40M+ global operations**
- Personally contributed to approximately **40% of U.S. revenue** through strategic account management and client relationships
- Led and managed teams within a 125+ employee global organization across the U.S., Europe, and Asia
- **Founded and scaled multiple** cycling and performance-focused brands across custom apparel, retail, coaching, and athlete services
- Built and scaled integrated direct-to-consumer ecosystems combining Shopify platforms, product development, fulfillment, and operational infrastructure, supporting **\$10M+ in cumulative online sales** across brands
- Designed and implemented fulfillment and logistics systems supporting shipment of **12,000+ packages annually**
- Managed global production and delivery of **1M+ units** with a **<0.5% warranty rate**
- Developed proprietary 3D proofing and order management systems to streamline production and customer experience

PROFESSIONAL EXPERIENCE

DAVID SOMMERVILLE INC.

Strategic Advisor | E-commerce, Fulfillment & Operations

Brooklyn, NY | 2014–Present

Strategic advisor to brands accelerating growth through e-commerce, operational systems, and product execution.

- Lead Shopify website builds, migrations, and ongoing platform management, supporting **\$10M+ in cumulative online sales** across brands
- Designed and implemented dedicated fulfillment and logistics operations, managing **12,000+ packages annually**, including returns, exchanges, and customer service workflows
- Lead end-to-end product development across apparel and consumer goods, taking brands from concept through production
- Build scalable operational systems connecting e-commerce, fulfillment, and product strategy to support long-term growth

Key Engagements:

- **Ostroy:** Scaled fulfillment and operational systems supporting 12,000+ annual shipments with sub-36-hour processing
- **MVA CPA:** Built and continue to manage six websites under ongoing operational contract
- **Montecchi:** Led full Shopify launch and operational infrastructure development, delivering **300% revenue growth in under one year** while significantly expanding digital presence
- **Undershield.it:** Directed rebrand, website redevelopment, and ongoing digital operations

VERGE SPORT

Brand & Operations Director

Brooklyn, NY | 2015–2024

Owned and led U.S. business operations within a global apparel company generating **\$15M+ in revenue** and contributing to **\$40M+ globally** across 20+ countries.

- Personally contributed to approximately **40% of U.S. revenue** through direct client relationships and strategic account management
- Led and managed cross-functional teams within a **125+ employee organization** across sales, marketing, artwork, production, and technology, including remote teams throughout Europe and Asia
- Progressed through leadership roles spanning custom operations, technology, and brand management, culminating in operational ownership
- Built and scaled Shopify and custom e-commerce platforms supporting high-volume direct-to-consumer and team sales
- Designed and implemented global fulfillment and logistics systems supporting production and delivery of **1M+ units with a <0.5% warranty rate**
- Directed all stages of product development from concept and testing through production and delivery

Marketing, Growth & Systems Leadership:

- Led social media, email marketing, and digital growth initiatives while managing internal marketing and creative teams
- Built and managed influencer and sponsorship programs to support brand growth and visibility
- Managed P&L accountability, profitability, KPI systems, ERP implementation, and operational reporting
- Developed Verge Order System (VOS) and proprietary 3D product proofing technology
- Led website rebuilds and digital infrastructure upgrades supporting operational scale and customer experience

SOMMERVILLE SPORTS INC.

Founder & CEO

Brooklyn, NY | 2012–2015

Founded and scaled a custom cycling apparel company that disrupted the custom clothing market through technology, product innovation, and operational execution.

- Achieved **250% year-over-year sales** growth, leading to acquisition by Verge Sport in 2015
- Built proprietary 3D artwork proofing technology and online ordering systems to streamline customer and production workflows
- Led development of 50+ garments, including fabric selection, pattern development, and custom chamois systems
- Expanded internationally through dealer networks across Australia, Japan, and Europe
- Built and managed a growing staff while developing supplier relationships and scalable production systems
- Acquisition by Verge Sport led to a transition into executive leadership roles spanning operations, technology, and brand management within the global organization

BROADWAY AND CANAL

Co-Founder | Operations & Product Lead, Custom Apparel

2025–Present

Co-founded a New York City–based custom cycling apparel brand combining **NYC ENERGY • ITALIAN CRAFTSMANSHIP** through a disciplined, made-to-order production model.

- Lead business operations, including product development, pricing strategy, client management, and global production
- Built and managed a Shopify-based platform with advanced integrations supporting custom ordering and operational workflows
- Manage sourcing, factory coordination, logistics, and fulfillment through a Tuscany-based production partner with 50+ years of experience
- Develop high-performance apparel utilizing advanced European fabrics, bonded construction, and premium components

AEROKIT.CC

Founder | Performance Apparel & Retail Systems

2025–Present

Developing a retail-focused cycling apparel brand built around the principle that “**EVERY SECOND COUNTS.**”

- Lead all aspects of brand development, including product strategy, sourcing, retail systems, and go-to-market execution
- Build an integrated Shopify and fulfillment infrastructure designed to support scalable global direct-to-consumer operations
- Develop performance apparel and accessories informed by aerodynamic research and real-world racing experience

SPEEDSTUDIO.NYC

Co-Founder | Bike Fit & Performance Studio

2021–Present

- Conduct advanced fit analysis and rider positioning using performance-driven methodologies
- Advise athletes on equipment selection, aerodynamics, and performance optimization
- Deliver high-touch service for elite and developing cyclists

SOMMERVILLE.CC

Founder | Cycling Coach & Athlete Development

1990s–Present

- Design individualized training systems utilizing advanced performance metrics, including power, heart rate, W', and performance modeling
- Coach athletes across development pathways with a focus on long-term progression, race strategy, and competitive performance
- Served as Assistant Midwest Regional Junior Coach

NYC VELO

Service Manager

New York, NY | 2010–2011

- Led and developed service department staff focused on operational efficiency, quality, and customer satisfaction
- Managed workflow, scheduling, and high-performance bicycle systems in a fast-paced retail environment

IFIXBYX

Service Manager & Master Mechanic

New York, NY | 2011–2013

- Managed operations and concierge-level mechanical service for a bespoke Manhattan bicycle service business
- Specialized in precision builds, drivetrain systems, and performance-focused bicycle setup

JOHN DELLARIA SALON

Senior Stylist & Manager

New York, NY | 1994–2012

- Managed assistant staff training and daily operational workflow within a high-end SoHo salon environment
- Specialized in precision cutting systems, advanced color work, and editorial styling

CORE COMPETENCIES

Executive Leadership | Shopify & E-commerce | Fulfillment & Logistics | Product Development | Global Manufacturing | Supply Chain Management | ERP Systems | Operational Scaling | Team Leadership | Digital Growth | Customer Experience | Direct-to-Consumer Operations

TECHNOLOGY STACK

Shopify | Shopify Flow | ERP & Order Management Systems | API Integrations | Adobe Creative Suite | E-commerce Analytics | Digital Marketing Platforms | Performance Analytics Systems

CERTIFICATIONS & INDUSTRY LEADERSHIP

- UCI Director Sportif
- USA Cycling Coach
- Elite USA Cycling Category 1 Athlete
- Board Member, New York State Bicycle Racing Association