



Joe Harouni

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★ Objective

Independent Investor and B2B professional services executive seeks small business ownership through acquisition. Strong background in sales, operations, leadership, management, and strategy. Strong personal balance sheet with both motivation and ability to transact quickly.

📈 Target Profile

Greater St. Louis and surrounding counties in MO & IL

\$500K - \$2M Earnings

Services or Product

Growth Opportunity through tech, geo and offering expansion

Prefer 10+ years established

📁 Experience

2025 – present
Global Offices (Hybrid)

Huge Inc. VP, Technology Offerings Lead

Joined Huge following a successful M&A transaction with a mandate to drive growth across all technology offerings while maintaining a nominal billable allocation on marquee accounts and engagements.

2021 – 2024
Global Offices (Hybrid)

Hero Digital Senior Leadership Team, Growth and Delivery Lead

Joined Hero (formerly Avionos) as a C-Suite direct report, tasked with driving overall Enterprise Value and improving growth and profitability in designated offering areas, while maintaining a nominal billable allocation on key accounts.

Drove **strategic corporate initiatives** focused on organic growth, inorganic growth (M&A), profitability, service quality, and employee experience.

- Created and optimized processes to enhance efficiency, profitability, service quality, and employee experience, including Sales-to-Delivery Handoff, Service Quality Phase Gates, templating sales and service deliverables, and launching a new Employee Mentorship Program.

Partnered with the CEO, CFO, and COO on due diligence and integration for several key **M&A growth initiatives**.

- In 2021, integrated a new service line bolt-on (Adobe Commerce), resulting in a 10% revenue increase.
- In 2023, integrated a service extension/roll-up merger (Creative, Media, Data), tripling the combined entity's revenue.
- In 2024, Integrated a roll-up merger, increasing the combined entity's revenue by 2.5x.



Led all aspects of the **Connected Commerce Practice**.

- Collaborated with and drove excellence among alliance, marketing, sales, and delivery teams to design, build, and grow the practice.
- Technology platform purview included Salesforce (B2C/B2B/OMS), Adobe, Shopify, Salsify, Pimly, Coveo, and Algolia.
- Grew the Connected Commerce Practice from \$6M to a peak annual revenue of ~\$25M during tenure.
- Achieved 87% Year 1 YoY revenue growth while improving overall practice margin.
- Created and launched new service offerings based on market needs, including Commerce Foundations, Salsify-Commerce Connector, and Product Data-as-a-Service.

Led all aspects of the **Salesforce go-to-market strategy**.

- Collaborated with and drove excellence among alliance, marketing, sales, and delivery organizations to design, build, and grow the practice.
- Expanded cloud-based service offerings from the initial core B2B Commerce Cloud (2021) to include B2C, B2B, Experience Cloud, Data Cloud, MuleSoft, Agentforce, Sales, and Service Cloud.
- Grew the Salesforce service lines from \$8M to a combined peak annual revenue of ~\$40M during tenure.
- Led the pitch process to secure the largest single contract to date; served as pitch lead on dozens of successful opportunities.

2010 – 2021

Global Offices (Hybrid)

Deloitte Digital

Senior Manager; Advertising, Marketing, and Commerce Offerings

Joined Deloitte at the Senior Consultant level, serving numerous clients in various project roles, becoming a sought-after SME in B2B digital transformation for manufacturers, wholesalers, distributors, and B2B service providers.

Founded and led Deloitte's **Salesforce B2B Commerce Practice**.

- Partnered internally and externally to oversee and drive all aspects of the Salesforce B2B Commerce go-to-market, including sales and delivery excellence.
- Served as the primary lead for all practice pitches, estimation, scoping, and contracting.
- Grew practice revenue at a 30% CAGR, achieving a peak annual revenue of \$40M (initially \$3M).

Served clients as **Account and Engagement Lead**:

- Maintained a nominal billable allocation on strategic accounts to drive engagement quality and expand relationships and service scope.
- Led multiple successful engagements and client launches, managing onshore, nearshore, and offshore program teams of 20-60 FTEs.

Served clients as **Technical Program Manager and Functional Lead**:

- Maintained a 90%+ billable allocation across dozens of client projects over tenure.
- Responsibilities included project management, requirements analysis, Agile SCRUM delivery management, testing, and full SDLC participation and support.
- Consistently categorized as a top performer in annual performance management cycles.



Representative Clients and Projects

2024 – present

Greater Nashville Metro

Commercial Door Manufacturer and Distributor

- Privately held \$100M US market leader known for innovative user experience in providing self-service for complex commercial manufacturing configuration
- Existing digital experience driven off a custom monolith; 95% of digital spend focused on defects, errors, and maintenance; technology holding back growth
- Technical and UX redesign, migration to best-in-class platforms including Adobe Commerce, Logik.io Configuration Engine, HubSpot CRM, Azure Cloud Middleware

2024 – present

Greater Philadelphia Metro

Aftermarket Automotive Parts Manufacturer

- Privately held \$1.8B global leader in replacement parts, repair components, and hardware
- Existing digital experience unmanageable and consistently rated poor experience by loyal customers; lagging UX leader (biggest competitor)
- Technical and UX redesign, migration to best-in-class platforms including Adobe Commerce, Algolia, MuleSoft Middleware, SAP Cloud ERP

2022 – 2024

Dallas, TX

Event Management Company

- Privately held \$3B global leader in event management, logistics, and trade show execution
- Technical and UX redesign, migration to best fit technology platforms including Salesforce Experience, Commerce, and Service Clouds

2021 – 2023

Chicago, IL

Chemical Manufacturing and Distribution Company

- Publicly traded \$20B global leader connecting chemical manufacturers and users
- Technical and UX redesign, migration to best fit technology platforms including Salesforce Experience, Commerce, Sales, and Service Clouds

2019 – 2021

San Diego, CA

Industrial Power Solutions Company

- \$5B subsidiary of a Fortune 100 company, leader in gas turbine systems
- Technical and UX redesign, migration to best fit technology platforms including Salesforce Experience, Commerce, Sales, Service, and Marketing Clouds



Education

2001 – 2005

Lexington, VA

Computer Science | B.S. Washington & Lee University