

DAVID C. WILKE

VP E-COMMERCE & OMNICHANNEL · AI-FIRST TECHNOLOGY EXECUTIVE

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// PROFILE

VP-level technology executive with a proven track record of leading enterprise-scale transformations across some of the most recognized brands in retail, financial services, and quick service restaurants. My career has been defined by one consistent theme: taking on the hardest technology challenges and delivering outcomes that move the business forward.

At KnitWell Group, I serve as VP of E-commerce & Omnichannel — overseeing the end-to-end consumer technology ecosystem for 8 brands, 20M customers, across 3,000 stores. My focus is on building AI-first organizations, modernizing legacy platforms, and creating unified omnichannel experiences that drive margin expansion and operational excellence.

// CORE EXPERTISE

AI-First Transformation | Omnichannel Strategy | Platform Modernization | E-Commerce
Salesforce Commerce Cloud | Manhattan Active Omni | Fraud & Payments
Contact Center AI | AI-Driven SDLC | M&A / IT Carve-outs | Enterprise IT Leadership
Business Continuity / DR | ITSM & NOC Operations

// EXPERIENCE

2017 – PRESENT

VP — E-Commerce & Omnichannel

// KNITWELL GROUP · A SYCAMORE PARTNERS COMPANY

Provide strategic and tactical vision for a unified consumer technology platform spanning web, mobile, POS, contact center, fraud, and payments — supporting 8 distinct brands across 3,000 stores and 20M customers.

- > Led 2 Salesforce Commerce Cloud and 2 Manhattan Active Omni implementations
- > Revitalized engineering SDLC through AI-driven workflows, scaling capacity and velocity
- > Deployed Contact Center AI solutions reducing Average Handle Time and improving EBITDA
- > Spearheaded 4 fraud platform implementations protecting revenue at enterprise scale
- > Architected unified Contact Center strategy supporting 8 brands under a single operating model
- > Member of KnitWell Senior Leadership Team · Head of IT for ANN/LOFT

2011 – 2017

Director, E-Commerce Operations → IT Operations Leadership

// ABERCROMBIE & FITCH

As Director of E-commerce Operations, led the day-to-day site experience for Abercrombie, Abercrombie Kids, and Hollister — partnering across product, design, marketing, and IT to deliver best-in-class digital experiences for two iconic global brands.

- > Modernized IT Operations — Data Center, NOC, ITSM, and data protection
- > Led Business Continuity and Disaster Recovery, engineering enterprise-wide incident response

2006 – 2011

Global Data Backup Operations Manager → Program Manager

// JPMORGAN CHASE

Accountable for JPMC's global data protection footprint — delivering the firm's first tapeless data protection solution and redefining high-velocity global service and support at scale.

- > Oversaw company-wide Storage Resource Management system implementation
- > Delivered first tapeless data protection solution, eliminating legacy manual processes globally

2001 – 2006

Project Manager → Business Continuity Lead

// THE WENDY'S COMPANY

Led end-to-end delivery of a new POS and credit processing system across 1,500 corporate locations, fundamentally increasing drive-thru speed and transaction throughput chain-wide.

- > Built the company's first comprehensive Business Continuity and Disaster Recovery strategy
- > Established organization's first-ever RTO/RPO metrics

1996 – 2001

IT Consultant

// SARCOM

Enterprise IT consulting across large-scale environments including Ashland Chemical, Verizon Wireless, and The Ohio State University.

1989 – 1996

Airman — Air Traffic & Long-Range Radio Communication Systems

// UNITED STATES AIR FORCE

Maintained critical communication systems at Ramstein AFB, Germany and Shaw AFB. Served during Operations Desert Shield and Desert Storm.

// ADVISORY BOARDS

SALESFORCE

Retail Advisory Board – Active

XCCOMMERCE

Customer Advisory Board – Active

QUANTUM METRIC

Customer Advisory Board – Past

ASCENA RETAIL GROUP

Audit & Compliance Committee – Past

// EDUCATION

STRAYER UNIVERSITY

Bachelor of Business Administration

COMMUNITY COLLEGE OF THE AIR FORCE

A.A.S. Electronics Systems Technologies