

COREY FRONS

Ecommerce & DTC Executive

Marketplaces · Growth · Digital P&L · Agentic AI

LEADERSHIP ROLES

Vice President of Digital
Arnott

Head of Ecommerce
CoffeeForLess

VP & Head of Ecommerce
Polaroid

Chief Marketing Officer
BulbAmerica.com

AI & Automation Consultant
ADRT Ventures

FOCUS AREAS

DTC and marketplace growth

Conversion and testing

Subscriptions and lifecycle

Digital P&L and teams

Agentic AI and live KPIs

RECOGNITION

Inc. 500, three years running

Speaker at IRCE, eTail, and Magento Imagine

EXECUTIVE BIO

Corey Frons grows online revenue for consumer brands, on their own websites and on marketplaces such as Amazon and Walmart. In more than 15 years as an ecommerce leader, he has done it from a standing start, after a bankruptcy, and at a 9-figure company.

As Vice President of Digital at Arnott, a 9-figure automotive aftermarket company, Corey owned the digital P&L across seven websites. His team delivered the highest return on ad spend in the company's history on Google Ads and Amazon, and raised conversion on its Strutmasters site.

Before Arnott, as Head of Ecommerce at CoffeeForLess, he grew online revenue fourfold and built a subscription program from zero to more than 10,000 monthly subscribers. At Polaroid, after the company's bankruptcy, he rebuilt global ecommerce by migrating the legacy platform to Shopify, then launched the brand on Amazon, eBay, Walmart, and Mercado Libre. As Chief Marketing Officer of BulbAmerica.com, he took an early-stage lighting distributor's online business from zero to 8 figures and more than 50,000 products, earning Inc. 500 recognition three years running.

Corey works test-first: a change goes live only after an A/B test proves it. When heatmaps showed Strutmasters shoppers stalling at the site's year, make, and model selector, he pushed past the option on the table, brought in a fully customizable selector, and lifted conversion revenue. He has led teams in the United States, Germany, and the Philippines, adjusting how much direction or freedom he gives to each person he manages.

He has spoken at IRCE, eTail, and Magento Imagine on conversion optimization and Amazon advertising, and now also consults on agentic AI. Next, Corey wants to help an ecommerce company that is ready to scale, acting as a chief of staff for its data: agentic workflows that feed live KPI dashboards, so the team can act on clean numbers quickly. He is based in Fort Lauderdale.

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