

The Commerce Leader's Action Guide

Behind every successful commerce leader sits a tech stack complementing their strengths and empowering them to deliver next-level customer experiences.



Introduction

As commerce leaders face a tumultuous economy and high inflation, many are understandably hesitant to forge ahead with investing in new tech purchases. However, it's often their outdated commerce platform or inflexible custom-built infrastructure that prevents them from adapting to evolving consumer preferences and experimenting with emerging commerce channels.

In short, they are trapped by technology.

So, what tools and solutions do leaders need to compete in the current commerce landscape? The answer varies depending on the type of leader you ask.

Whether **visionary**, **pragmatic** or **analytical**, every commerce leader possesses unique strengths and skill sets that enable them to push commerce forward, driving revenue and business growth. Each type of leader has different priorities, pain points and goals — and thankfully, commercetools has the capabilities to empower all of them to take action and increase value at every customer touchpoint.

The question is, **which type of commerce leader are you?**

Commerce Leader

Noun | kä-mərs lē-dər

A clear-eyed strategist that values outcome-driven experimentation, ongoing innovation and collaboration. A modern commerce leader knows digital commerce is commerce — not a side project.

These leaders understand that digital commerce enhances the customer journey and builds more brand awareness while adding a revenue stream.

Across each archetype, commerce leaders share one trait:

They *don't wait*, they *act*.

The Visionary Leader

A visionary commerce leader has a forward-thinking mindset. They embrace — and often create — disruption.

Never content with business as usual, visionaries constantly innovate, pivot and push boundaries. They possess the foresight to imagine possibilities that others hesitate to embrace, adjusting course as needed to seize new opportunities and retain relevance.



What do visionary leaders need from a commerce platform?

A visionary's commerce platform should provide them with the tools and resources to bring their audacious ideas to life and revolutionize their industries.

Visionaries require a platform *that is*:

Infinitely scalable and flexible.

Visionary leaders are never satisfied with one-size-fits-all solutions. They require a flexible, component-based platform that gives them the control and agility to create experiences and scale in line with business objectives.

Versatile and customizable.

Leaders with a vision need an industry-agnostic, business model-agnostic and tech-agnostic platform so they can act on any and every possibility.

Agile and limitless.

Visionaries move fast, and they're not content to wait for their tech to catch up or jump through organizational hoops. A solution with no restrictions in terms of use cases, scenarios or business modalities can make their dreams come true.

Priorities



Outpacing the competition with new commerce tactics



Making **outside-the-box ideas** a reality

Pain Points



Long tech deployment timelines



Tech that **can't keep up** with their pace of innovation

CUSTOMER SPOTLIGHT

A visionary commerce leader

[Harry Rosen](#), Canada's largest quality menswear retailer, long knew it needed to replace its monolithic tech stack. When COVID-19 hit, shuttering stores, the company realized it needed to upgrade its tech overnight.

But the current President & COO, Ian Rosen, also recognized that simply adopting another inflexible, out-of-the-box solution would not serve the brand's vision to replicate extremely personalized in-store shopping experiences online.

Harry Rosen built its name, in part, by pairing customers with personal stylists who become experts on the shopper's individual preferences and provide them with curated looks. Its website needed to simulate that experience — and composable commerce delivered the solution Ian was searching for.

The result?

The eCommerce team executed a complete wipe and replacement of their old tech stacks and started from scratch with commercetools, pushing the entire rebuild live at once. Using composable commerce and best-of-breed vendors, Harry Rosen was able to execute its vision to build stronger connections with customers and simulate the in-store shopping experience through hyper-personalized recommendations.



“We have a lot ahead of us. We’re going to keep imagining what makes Harry Rosen special and how we can bring that experience online.”

Ian Rosen, President & COO at Harry Rosen

The Pragmatic Leader

A woman with dark hair, wearing a grey blazer over a white t-shirt, is holding a tablet and looking towards the camera. She is standing in front of a brick building with a window and some purple flowers in the background.

Pragmatic leaders take a measured, results-oriented approach to commerce. They value incremental progress over sweeping changes.

Pragmatists are open to experimentation and innovation, but they prefer to test and prove new strategies before adopting them more broadly, which allows for calculated decision-making based on real-world outcomes.



What do pragmatic leaders need from a commerce platform?

A pragmatic leader's commerce platform should give them complete control, enabling them to adapt and optimize their technology stack to drive efficiency, experimentation and growth.

Pragmatists require a platform *that is*:

Composable.

A truly composable commerce stack makes it easy and cost-effective to pilot new selling strategies for short periods. Incremental innovation makes it possible to validate success without a major tech lift.

Cutting-edge.

Pragmatists know they need to constantly iterate or risk getting left behind — and they need access to every new tech capability to do so. Waiting for quarterly bug fixes or beta rollouts only slows them down.

Customer-focused.

Pragmatic leaders are attuned to the needs of their customers. While visionaries search for the next big thing, pragmatists zero in on meeting their customers where they are today through an intuitive CX and streamlined multi-channel touchpoints.

Priorities



Falling fast; constantly testing and iterating



Adapting to evolving consumer preferences

Pain Points



Inflexible solutions not amenable to experimentation



Resource-heavy tech lifts that **don't pay off**

CUSTOMER SPOTLIGHT

A pragmatic commerce leader

[Zoro.com](https://www.zoro.com), a B2B eCommerce company, had a big transformation plan: to provide one-stop shopping for tens of millions of items, giving customers a single place to shop, have their orders fulfilled and get great customer support.

Unfortunately, Zoro's ideal state was bigger than its technology could support. So, the company turned to composable commerce. Though chief architect Timothy Daneliuk had confidence in the power of composable to provide scalability and agility, the team built a single use case — a guest checkout functionality — in house to test the waters.

The success of the project, Zoro's first foray into composable, served as both a learning experience and the Trojan Horse that opened the door to transitioning the entire system with the help of the commercetools team. However, even when the full migration was complete, the company chose to go live slowly — adding 5% of users at a time — to ensure the system performed properly under the strain of a higher load.

The result?

Now, with the headless system proven at scale, Zoro is executing a series of improvements — in an incremental, pragmatic manner — to the user experience and backend eCommerce environment.

“We have a lot of increments of improvements planned. These are all focused on the customer’s experience when buying from Zoro...we think we can take better advantage of the [composable commerce] environment — exploit it — so to speak.”

Timothy Daneliuk, Chief Architect at Zoro.com



The Analytical Leader

Analytical commerce leaders emphasize data-driven decision-making and a thorough understanding of the economic factors involved in commerce.

They are highly focused on ensuring that any investment made in a commerce platform yields a positive return.



What do analytical leaders need from a commerce platform?

An analytical leader's commerce platform should deliver KPIs that make it easy to say "yes" to adding new product catalogs, experimenting with new channels and expanding to new markets.

Analytical leaders require a platform *that is*:

Transparently priced.

Paying for unused or unneeded features diminishes ROI and prevents leaders from allocating budget to support key revenue drivers.

Adaptable.

Business goals are always top of mind for analytical leaders, so they need tech stacks that align with business objectives. An adaptable, composable commerce solution that's proven at scale won't hamstring organizations months or years down the road.

Data driven.

Analytical leaders can move the needle more visibly with access to benchmarks that make it possible to track digital maturity and revenue progress.

Priorities



Unlocking revenue while balancing cost savings



Utilizing data to inform commerce strategies and innovation

Pain Points



Hidden costs that **eat into ROI**



Difficulty aggregating data from disparate channels

CUSTOMER SPOTLIGHT

An analytical commerce leader

[Scentbird](#), a fragrance subscription service, was constrained by its homegrown tech stack. It had simply become too resource intensive for the growing startup to sustain.

However, CTO and co-founder Andrei Rebrov was initially hesitant to purchase a solution rather than building to his custom specifications. As an engineer, he valued the ability to create a tailor-made solution and retain complete control. But as a business leader, he had to weigh all available options against the needs of the business. After digging into commercetools' no-strings-attached free trial and crunching the numbers, Andrei became convinced composable commerce was the best solution to future-proof the business.

Gradually, the engineering team began offloading specific tasks — recurring billing, fraud detection, eCommerce — to best-in-class vendors. Using no-code and low-code tools, the team was able to integrate more APIs, achieving both efficiency and scale.

The result?

Composable commerce is powering Scentbird's ongoing evolution from a perfume subscription box to a complete fragrance destination. In addition to improving the front-end customer experience, it streamlined efforts across finance, operations and marketing, enabling the entire team to execute on growth opportunities with agility.

“In order to be an innovator in the commerce space, you have to constantly test a lot of things. It usually is not visible to the outsider. But by doing this, you can keep launching innovative features and products.”

Andrei Rebrov, CTO and Co-Founder at Scentbird



A commerce platform designed for leaders

No matter how you prefer to compose your commerce stack, commercetools is ready to meet you with a solution. We enable you to force the competition to compete with **you**.

We provide the flexibility and agility you need — powered by operational and technical excellence — to bring innovative ideas to life in an ever-evolving market.

Composable commerce adapts to your leadership style, giving you the power to:

- Fail fast
- Gain visibility
- Pilot ideas
- Drive revenue
- Take risks
- Deliver growth
- Achieve goals
- Innovate early
- Enact change
- Iterate often



Lead the way to a future of endless commerce possibilities

Regardless of your leadership approach, commercetools has the capabilities to empower you to build better commerce experiences.

Start your **no-strings-attached 60-day free trial** now. (You don't even have to talk to us first.)

[Start now](#)

