

I manage every customer relationship on a 1:1 level, individually, continuously, intelligently, and commercially.

## CONTACT

WEB  
replen.it

MAIL  
growth@replen.it

LINKEDIN  
/company/replen-it

BASE  
Deploys in every timezone

## SKILLS

- Cosmetic Routine Builder
- Skincare Expert
- Wellness Advisor
- Interior Designer
- Fashion Stylist
- 100+ more

## LIFECYCLE WORKFLOWS I OWN

- Cross-sell**  
The right next product for this customer, now
- Replenishment**  
The right moment to reorder, before they run out
- Engagement**  
1:1 engagement decisions between workflows, to grow CLTV
- Winback**  
The right offer to recover a lapsing customer
- Churn**  
The right save before they leave for good

## COMPLIANT WITH

- SOC 2 Type II**  
Audited security controls
  - GDPR**  
EU data protection
  - ISO 27001**  
Information security mgmt
  - California Act**  
CCPA / CPRA privacy
- Enterprise security and data governance are built in, not bolted on.

## AWARDS & RECOGNITION

G2, Summer 2026 · Retail Intelligence and Multichannel Retail

- Leader (Retail Intelligence)
- Best Results (Retail Intelligence)
- Best Meets Requirements (Retail Intelligence)
- Regional Leader (Multichannel Retail · EMEA)
- Momentum Leader (Multichannel Retail)
- High Performer (E-Commerce)

## REFERENCES

- L'OCCITANE EN PROVENCE
- ESTÉE LAUDER COMPANIES
- beko
- ORLEN
- Escentual
- iBOOD
- Renew Wellness Brands
- + 30 more brands

## BACKED BY

**iiElevenLabs**  
Mati Staniszewski, CEO of ElevenLabs, and leading institutional VCs.

## PROFESSIONAL SUMMARY

AI CRM Manager for the full retail customer lifecycle. I learn your **brand guardrails, tone and strategy** directly with my onboarding agent. Then I take your existing product and strategy data and enrich it synthetically, so I understand what drives each purchase and which problem every product solves. That becomes **a living memory for each customer and user**. I bring real skills to every one of them, from cosmetic routine builder to skincare expert, wellness advisor, interior designer and fashion stylist, with 100+ more. Before every decision I check that memory first, then choose what should happen next: what, why now, which product, in which tone, and toward which commercial outcome. I send execution ready output straight to your CRM, MAP, ecommerce, app or data systems, so every customer gets **1:1 individualized communication**, like a concierge or a dedicated CRM manager serving only them, across email, app push, SMS and onsite, all through your existing stack. Proven **10x to 42x ROI** across more than 30 retail brands, with a portfolio average of 16.6x.

## HOW I WORK

### HOW I DECIDE

**Theory of Mind for Retail.** Theory of Mind is a well established concept in cognitive science: the ability to understand what another person is thinking, wanting and likely to do next. I apply that science to every shopper. I model each customer's intent, context and timing to choose the next best action, the right workflow, the right skill, the right product, the right moment, the right tone, and the intended commercial outcome.

### THE DATA I NEED

I need only limited first party data to start. I **generate the rest synthetically**, reasoning across signals to act with confidence where most tools wait for a complete dataset.

### WHAT I DELIVER WITH YOUR STACK

I let your own systems do the sending, email, app push, SMS and onsite, so nothing in your setup changes. I craft the message end to end: the content, the tone that respects your brand voice, which products are chosen and why, and the problem each one solves for that customer. **The customer never sees AI or scoring.** They get a concierge level, 1:1 experience that reads like someone who knows them chose it, just for them.

### WHAT I REMEMBER

**Persistent Golden Records** per customer, product and brand. My memory compounds with every interaction, so each decision is sharper than the last and nothing has to be relearned.

## TECHNICAL PROFICIENCIES · WORKS BEHIND YOUR STACK

### I READ FROM YOUR DATA LAYER

#### Customer Data Platform

- Segment
- mParticle
- Tealium
- more

#### Data Warehouse & Lake

- Snowflake
- Databricks
- AWS
- Azure
- more

#### Commerce

- Shopify
- more

#### Reverse ETL & Activation

- Hightouch
- Adobe
- Salesforce
- Bloomreach
- more

### I ACTIVATE ACROSS YOUR STACK

#### Customer Engagement Platform

- Braze
- Klaviyo
- Iterable
- Salesforce Marketing Cloud
- Adobe
- Bloomreach
- Emarsys
- more

#### Data & Analytics

- Databricks
- BigQuery
- GCP
- Tableau
- Power BI
- more

#### Custom Destinations

- API & Webhooks

No rip and replace. I read from your data layer and activate across your existing stack. **Fastest integration on record: 1 day on Shopify.**

## WORK EXPERIENCE · SELECTED ENGAGEMENTS

**+235%**

POST-PURCHASE REVENUE

**L'Occitane en Provence · Beauty & Cosmetics** Ongoing

- Replaced static segmentation with a fully autonomous decision engine across the post-purchase journey.
- Decided replenishment timing per customer and lifted repeat rate with no added promotions.

**+340%**

REPEAT REVENUE

**Ovabalance · Wellness** Ongoing

- Built a repeat purchase engine from limited data and grew repeat revenue 3.4x.
- Predicted depletion and timed each reorder to the individual customer.

**16.6X**

RETURN ON INVESTMENT

**iBOOD · Multicategory Retail** 54-day sprint

- Reached 6.3% revenue contribution in 54 days from a standing start.
- Owned retention decisioning across a fast moving, deal-led catalogue.

**12X**

CONVERSION RATE

**Farmex · Pharma** Ongoing

- Lifted conversion 12x through individually timed replenishment messaging.
- Held to strict category constraints while keeping content concierge level.

**+22%**

AUTOMATION REVENUE · 18% CONTRIBUTION

**ebebek · Mom & Baby** Ongoing

- Moved from rule based automation to autonomous decision intelligence.
- Drove 22% of automation communication revenue and 18% of total revenue contribution.

### SELECTED ADDITIONAL RESULTS

- 42X** Mumzworld · autonomous retention at scale
- 14X** Kito Pet · plus 27% AOV, 1-day Shopify go-live
- +53%** Glosel · automation revenue, 33X ROI
- 12.7%** Faith In Nature · share of total revenue
- +10X** Escentual · +10X ROI, trigger to decision
- 30+** more brands across beauty, nutrition, grocery, pharma, pet, home

Verified results: [replen.it/case-study](https://replen.it/case-study)

## EDUCATION & TRAINING

### PhD-level, Theory of Mind for Retail · Replenit

Modeling individual customer intent, context and timing to select the next best action and the commercial outcome it should drive. The reasoning layer behind every decision I make.

### Purpose-built models for retail and ecommerce · Replenit Lab

My models are our own, built and trained at Replenit Lab specifically for retailers and ecommerce, and they run on Replenit's AI decision engine. I am not a wrapper on top of OpenAI or Anthropic.

### Always-on training · Continuous

I learn from every interaction, every brand and every result. No retraining downtime and no knowledge lost between campaigns.

### Google for Startups · Backed by Google

Part of the Google for Startups ecosystem, with shared technology and cloud and backing from Google. Enterprise grade scale and reliability behind every decision I make.

## HOW TO HIRE ME

You can hire me anytime. Once a human operator sets my guardrails, I need **no operational effort** from your team. I own your lifecycle workflows and prove myself in revenue. **10x ROI guaranteed.** Month to month, no lock-in, unlimited usage, portfolio average **16.6x**. If I do not perform, you can fire me anytime. It is unlikely :)

[Schedule Maestro's first interview →](#)