



Shari Rudolph

Chief Marketing Officer

Shari Rudolph is an accomplished retail, digital commerce and media executive with a strong track record of building audience, revenue and brands.

Prior to joining Good360, Shari was most recently Vice President and Chief Marketing Officer for Gabriel Brothers Inc. (“Gabe’s”), an off-price retailer with over 100 stores. At Gabe’s, Shari pioneered the lead marketing role, led marketing efforts for multiple new store openings, developed a comprehensive digital media strategy and introduced the company to new ways of driving store traffic, including television and direct mail.

Prior to Gabe’s, Shari was co-founder and Chief Marketing Officer of Bonfaire, a luxury e-commerce destination offering a unique and curated selection of women’s designer accessories from around the globe. At Bonfaire, she drove customer acquisition, marketing, branding, partnerships, and social media strategies. Bonfaire was acquired by Moda Operandi.

Before launching Bonfaire, Shari was VP, E-Commerce of The Wet Seal, Inc. where she led a team responsible for the growth, development and profitability of the company’s online operations.

Shari was also Chief Marketing Officer for Kaboodle, the web’s largest social shopping site and a unit of Hearst Corporation, where she drove top-line growth in both revenue and audience share. She came to Kaboodle from Hearst’s Digital Media division where she oversaw sales marketing efforts for the web sites of magazines such as Cosmopolitan, Marie Claire, Esquire, Good Housekeeping and Redbook.

Shari’s previous experience includes management consulting as well as various executive and leadership roles at both start-ups and large media and retail e-commerce companies in Southern California, New York and Silicon Valley. She is also an adjunct professor teaching classes in marketing, advertising and entrepreneurial studies and she earned her MBA from The Anderson Graduate School of Management at UCLA.