



## **Kevin Ranford, Founder & CEO From the Curve**

As a career-long Ecommerce and Digital Marketing expert, Kevin founded [From The Curve](#) when he noticed the massive gap in Ecommerce skill sets in the alcohol category, and the hyper-growth of online alcohol sales: \$6.1 billion in the U.S. in 2021, 3x growth vs prior year. In parallel, Kevin runs an Ecommerce Advisory practice, working directly with Founders, Exec teams, Board Members and Investors on Ecommerce growth strategies in a broad range of consumer categories. As an Advisor, Kevin leverages his network of Ecommerce professionals to help brands build, optimize and scale full funnel Ecommerce: from digital ads to website optimization to lifecycle marketing. From The Curve brings together Kevin's team of experts, exclusively and uniquely focused on Ecommerce growth for alcohol brands.

Prior to From The Curve, Kevin managed in-house Ecommerce teams for consumer brands and has been part of 5 startup exits, most notably [ProFlowers](#) (acquired by Liberty Media) and [Poppin](#) (acquired by Kimball). Early career, Kevin worked for Jupiter Research pre-and-post-IPO; Jupiter being the first Ecommerce research firm of its kind, later acquired by [Forrester Research](#), the current industry leader in Ecommerce research.

In addition to startups, Kevin ran Marketing for a large-scale public business, [1800Flowers](#). In the early years of Meta's business, Kevin was one of the first 3 brands to advertise on Facebook via their beta ad program which defined the majority of Facebook ad options used today. Similarly, Kevin partnered with Google and Apple on early mobile development and launched the first ever fully transactional mobile app in the flowers and gifts category.