



[www.thebouqs.com](http://www.thebouqs.com)

## Customer Service Manager

### THE COMPANY

We are killing it. Growing quickly, having fun, and building a category-defining business. Looking for something more formal? Okay then! TheBouqs.com is a Venture-backed (Azure, Draper Associates), Venice Beach CA based startup scaling rapidly, and founded by John Tabis (Disney, ShoeDazzle, Bain & Company) and JP Montufar (Volcanic Flower Grower Extraordinaire). The venture is a commerce brand fundamentally disrupting the global \$50B floral industry through a direct supply chain marketplace, a modern & simplified UX, and a killer brand. The team consists of experts in Marketing, Creative, Technology, Social Media, and Supply Chain. We are seeking a flat-out awesome marketing leader to join our rapidly growing team. We are looking for someone that can absolutely crush it.

### Highlights

- Experienced executive management team with successful track record at brands like Disney, ESPN and ShoeDazzle
- Significant opportunity for growth, leadership and equity-based compensation on a hyper-efficient rocketship (we are growing 8-10X!)
- Unique value proposition and significant traction (WSJ, Forbes.com, Oprah Magazine, Today Show, E!Online, Daily Candy, PopSugar, Maxim, MSN coverage & more)
- Strong network of advisors & investors including Azure Capital Partners (VMWare, Blogger, Julep) Mich Mathews (former CMO of Microsoft), Brian Lee (Honest, Legalzoom, ShoeDazzle), Andy Dunn (Bonobos), Brian Spaly (Trunk Club), Jason Nazar (DocStoc), John Powers (eHarmony, EdgeCast), Josh Resnick (Pandemic) and more

### THE ROLE

An amazing opportunity is available with The Bouqs Company in Venice, CA. You will be the leader of our growing customer service team which has members in our HQ office, in various states throughout the U.S and overseas. As our company quickly grows you will be crucial in efficiently scaling the customer service organization so we can continue to provide an amazing experience to our customers.

### Key Responsibilities

- Leading and growing the team - first and foremost.
- Developing and managing to operational goals and performance metrics.
- Handling customer service escalations.

- Workforce management to ensure constant coverage of all customer service channels.
- Helping your team grow and advance with clear and actionable feedback, individual goal setting and coaching/mentorship.
- Constantly improving the customer service operations and process to ensure an efficient and nimble team. This includes working with the technology team on systems improvements.
- Developing a robust quality assurance program.
- Working closely with the product and technology teams to deliver the voice of the customer back into the development of company product and services.
- Using your entrepreneurial spirit and passion to do things differently.

### WHAT YOU BRING TO THE ROLE

- 2 - 4 years of experience in customer service
- Minimum 1-year experience in a leadership role such as a team lead, assistant manager or manager.
- Strong analytical skills - we are a data driven company!
- An entrepreneurial spirit that makes you want to wear several hats and dig in and get the job done no matter what.
- Standard proficiency in the MS Office suite as well as in CMS technology.
- Bachelor's degree in business management or a related field.

### It would be great if you had

- Experience managing a team of 10 or more.
- Experience managing a team consisting of remote members, both in the U.S. and overseas.

### THE OPPORTUNITY

In this equity position which also includes competitive Salary, Benefits, Flower Discounts, Flexible Schedule/Unlimited Vacation Time, Awesome Monthly Trips 'O Fun (ask us!), you have the opportunity to work with a Simply Amazing Team on a Global Brand that Makes People Happy! This is a full-time position with big responsibility and growth opportunity!

### Contact our Recruiting Partner:

Donna White

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Soon to become August Venture Talent!

## The Bouqs unwraps a \$6 million Series A for its high-growth, farm-direct flower etailer

BY MICHAEL CARNEY

ON JUNE 26, 2014



Everyone likes receiving flowers. Buying and having them delivered, however, is rarely a pleasant experience.

The industry hasn't changed much in the last two decades since the arrival of 1-800-Flowers, ProFlowers, and other Web 1.0 entrants who simply added a Web or phone-based interface to the inefficient brick-and-mortar model. This did little to solve the price, transparency, and quality problems that have plagued the industry for as long as anyone can remember. Yet at \$60 billion per year in global sales (\$13 billion in the US alone) it's a sizeable opportunity begging for some Silicon Valley style innovation.

Enter The Bouqs, a Venice, California-based cut-to-order online florist that sources product directly from farms around the world and delivers finished arrangements to consumers doors at a fraction of the typical retail cost. On the heels of 18 months of compelling growth, the company today announced \$6 million in Series A funding led by Azure Capital Partners, with participation from KEC Ventures and existing investors, Quest Venture Partners, SG-VC, Siemer Ventures, and various angels.

"Interest from our customers has exceeded our wildest expectations. We are growing revenue at 8-10X year-over-year largely based on organic channels," The Bouqs co-founder and CEO John Tabis tells me in an interview.

The Bouqs is unique in the ecommerce space in that it operates a lot like a marketplace, sourcing its product from third party suppliers and holding no inventory, but manages to achieve direct-to-consumer caliber margins and brand affinity. By cutting out the multiple layers of middlemen – including, at minimum, distributors and retailers – it's able to not only reduce its own costs, but pass along those savings to both its suppliers and its customers.

“We have all of the good attributes of ecommerce – brand stickiness, ability to drive demand, and great customer service – and also some of the best things of marketplaces – scalability, efficiency, and the ability to grow big, quickly,” Tabis says. Given this blend, the startup CEO looks to a number of other successful companies for inspiration, he says, including Zulily's on-demand supply chain, Blue Nile's demand-driven direct to consumer model, and Warby Parker's consumer-centric branding.

With no fixed costs and low marketing spend, not to mention rapid growth, it's not surprising that it was the subject of competitive bidding around this latest funding round.

“This is a really capital efficient business,” Tabis says. “We still have more than half of our [\[S1.1 million\] seed investment](#) in the bank and have had several profitable months.” Azure partner Paul Ferris adds, “We saw strong early proof of the health of this business with 48 percent of customers becoming repeat buyers and customers that sign up for our concierge service buying an average of nine times per year. Customer lifetime value is going up by cohort as well.”

Users can purchase from the company via its website and iOS and Android mobile apps. A standard “Bouq” (bouquet) is available for a flat fee of \$40, delivered, while arrangements with double and triple the stems tops out at just \$70. The company also features 100 specialty designs created by florist to the stars [Eric Bunterbaugh](#) cost just \$50. In all cases, these prices are 50 to 100 percent below what a consumer would pay through any other channel. All this while offering the peace of mind that comes from the freshness of a farm-direct product.

The Bouqs sources its flowers from eco-friendly farmers in North and South America – it's particularly fond of describing flowers grown on the side of a volcano in Ecuador – and has near-term plans to expand this supply side into Europe and other global markets. Deliveries will soon extend beyond the US as well, with an initial expansion into Canada planned for later this year.

“The thing that really made this company stand out were its proprietary supply chain relationships,” Ferris says. Those relationships are possible because Tabis' co-founder is fifth generation Ecuadorian farmer and MBA, Juan Pablo “JP” Montúfar.

“This wouldn't be possible without him Tabis says. “This has always been a relationship-based industry, where incumbents have looked to protect their existing businesses. You could not find a better person to start this business than JP.”

The downside of The Bouq's farm-direct model is that a large percentage of flower purchases are made last minute. Ferris acknowledged as much, saying that the company will have to evolve to better blend its international supply with domestic stock available for the inevitable rush orders. But that's a problem to solve another day. Today, the challenge is simply about grabbing market share by entering new markets and delivering the necessary supply chain growth in parallel.

As for how to drive growth, Ferris and Tabis both cite the power of positive word of mouth and incentive-powered referral programs to attract new customers.

“We live in a viral world, but it all comes back to the quality of the product,” Ferris says. “Our customers have demonstrated that they're willing to vouch for us.”

The Bouqs isn't the only early stage startup tackling the flower space. In fact, it's not even the only one based in LA's westside. BloomNation is attacking the problem from the opposite angle, offering a marketplace for local brick-and-mortar florists, rather than building a proprietary supply chain. While

that model has its own merits, Ferris describes it as a more “artisanal, Uber for flowers” approach, adding that it can’t possibly deliver the margins and capital efficiency of The Bouq’s on-demand supply chain model.

It’s not terribly surprising to see investors fighting over The Bouqs. For consumers and farmers alike, it truly is a better mousetrap. In an era where ecommerce startups are failing left and right under the burden of the high costs of customer acquisition, product sourcing, and fulfillment, The Bouqs appears to have built a business that has compelling answers for each of these core challenges.

It’s one thing to do it for a few thousand customers, but it will be an entirely different challenge to deliver the same experience at scale. Ferris describes Tabis and Montúfar’s performance thus far as “killer execution by an experienced team.” The company will need a lot more of that if it’s going to disintermediate the numerous far larger incumbents in this valuable category.



### **Michael Carney**

Michael Carney is a West Coast Editor at PandoDaily, covering venture capital, financial technologies, ecommerce, the future of television, and a variety of other subjects. He has spent his career exploring the world of early stage technology as an investor and entrepreneur, working in multiple countries within North and South America and Asia. He is an enthusiast of all things shiny and electronic and is inspired by those who build businesses and regularly tackle difficult problems. You can follow Michael on Twitter [@mcarney](https://twitter.com/mcarney).