



Nicholas Nomann · 3rd
STARTUPS // D2C // GROWTH

Los Angeles Metropolitan Area · 500+ connections ·

[Contact info](#)



YogaClub



University of Southe
California

Featured

YogaClub Tested, Then Tweaked, a Subscription Model on Its Way to a...
Grow Wire

As a retailer, YogaClub is slaying the subscription-model game.



YogaClub is Conquering the World of Online Shopping
HuffPost

Meet the Yoga Apparel Company That Thinks Outside the Box, Literally In today'...

Top
RIS N

Reta
evoli

Activity

1,311 followers



Incredible work! Watched last night 😊

Nicholas commented



Nik Sharma this is amazing! Are you still raising capital? This would be incredible!

Nicholas commented



Incredible job Kevin Tighe II Keep the good vibes rolling.

Nicholas commented



LOVE it!

Nicholas commented

Experience



Chief Marketing Officer

YogaClub · Full-time

Oct 2016 – Present · 4 yrs

El Segundo

Nicholas co-founded the startup YogaClub to fill a void in the activewear market. He identified the need to make activewear more accessible to ALL women.

- Exceeded business targets by growing monthly recurring revenue to \$11million / year, starting from scratch, primarily through Facebook and Instagram advertising.
- Built a strong Facebook community group, "My Yoga Journey". This is a space where users can connect and share their wellness journey.
- Built an internal tool to track Facebook's customer lead score. Through predictive modeling and machine learning, this tool highlights future LTV instantly, eliminating the need to manually review leads ...[see more](#)



Yoga Club (clothing) Unboxing - Jan 2017



Co-Founder // Growth Marketing

Stealth Venture Labs

Jan 2014 – Sep 2016 · 2 yrs 9 mos

Nicholas co-founded Stealth Venture Labs with the desire to apply his superpower of growth marketing to help businesses realize their growth goals.

- Built, coached, and managed a 6-person performance marketing growth-team.
- Presented strategic advice and KPIs to C-level client executives and business decisions ...[see more](#)



Stealth Venture Labs | Growth Marketing...



Head of Data & Analytics

Roozt.com

Jan 2011 – Dec 2013 · 3 yrs

El Segundo

Rootz was an online social commerce platform that allowed users to shop for fashion-forward products that make a difference in the world.

- Managed multi-channel growth marketing strategies, including Facebook, Google, email, and affiliate. [...see mor](#)

Education



University of Southern California

BS in Business Administration, Finance and Statistics

2009 – 2011

Graduating December 2011



