



Allyson Bahremmand

Founder of Dragonfly Commerce AI, Allyson partners with eCommerce brands to drive measurable revenue growth through AI-powered lifecycle strategy, personalization, and automation. With a background leading digital product, CRM, and customer experience for luxury and high-growth brands, she has delivered significant gains in retention, conversion, and lifetime value—including a 40% increase in repeat purchase behavior, 30% improvement in lifecycle engagement, and multi-million-dollar revenue impact through targeted digital initiatives.

She is known for translating customer data into intelligent, scalable growth systems that create elevated experiences and sustained business performance.

Areas of Specialty:

- AI Lifecycle Marketing
- CRM & Retention Strategy
- eCommerce Growth Optimization
- Personalization & Segmentation
- Email & SMS Strategy (Klaviyo)
- Customer Experience & Journey Design
- Revenue & Conversion Optimization
- Data-Driven Growth Strategy