



Alessandro Coppo

**SVP, General Manager,
eBay Classifieds Group**

Alessandro's Favorite eBay Classifieds Experience

“In May of 1992, two friends and I drove from Italy to the Netherlands in a battered old Fiat Uno to watch our beloved Torino Football Club take on Amsterdam’s Ajax in the European Soccer Finale. Even though Torino lost, I still have fond memories of that game and my first-ever visit to Amsterdam. So, when I joined eBay Classifieds in 2009 and moved to the Netherlands, I checked our site and was able to buy an original gameday vane. That little banner still hangs from my desk light, commemorating that memorable day in 1992.”

As Senior Vice President and General Manager, Alessandro is responsible for the world-leading classifieds portfolio available in ten different classifieds brands across the globe, including eBay Kleinanzeigen and Mobile.de in Germany, Gumtree in the UK, Australia and South Africa, and Kijiji in Canada and Italy. He is driving the Group’s vision to shape the future of local commerce by bringing people together through an enriched online experience that allows them reach out to the community around them. Overseeing a global team of more than 1,000 people who are passionate for local trade, Alessandro is focused on maintaining the customer-centric nature of the Group, while exploring growth opportunities in both the countries where eBay Classifieds Group already has a presence and in prospective markets.

In his previous role as VP and General Manager of eBay Classifieds Group, Northern Europe, Alessandro was responsible for Marktplaats, the largest Dutch ecommerce and horizontal classifieds site, and DBA and BilBasen, the top horizontal classifieds and autos sites in Denmark. He put a strong focus on innovation and leveraging the potential of new technologies to reduce current market or industry inefficiencies and therefore bring sustainable benefits to consumers.

Alessandro joined eBay Italy in 2004 as head of category management and became country manager in October 2005. In his role as country manager, he led the Italian business from break-even to high profitability. In addition, he is a true revolutionary, seeing the potential of classifieds and adopting an innovative approach that resulted in eBay Italia building successful real estate and motors businesses.

Before eBay, Alessandro was at BCG where he focused on consumer goods and the retail industry. He holds a bachelors degree in Economics and Business Administration from the University of Turin and a masters in Economics from Oxford.