



### Dan's Favorite eBay Experience

“My wife and I recently completed an extensive renovation of a contemporary style home in Southern California. The final piece of the project was finding the right house numbers as an accent to our home. After looking extensively in various brick and mortar retailers, we found the perfect modern, brushed aluminum house numbers on eBay—which we purchased using the iPad app.”

# Dan Tarman

**SVP, Chief Communications Officer**

As eBay’s Chief Communications Officer, Dan is responsible for managing, protecting and strengthening the company’s brand and reputation among key stakeholders. He and his team play a critical role in eBay’s brand strategy, positioning the company as a global leader in the commerce revolution. Dan is a member of eBay’s Executive Leadership Team and reports to CEO Devin Wenig.

He leads a 100-person global team that activates a modern, robust and dynamic communications system that deploys cutting-edge tools, technologies and techniques to drive business impact. He also plays a key role in eBay’s inclusion and diversity efforts as well as employee engagement with the company’s cultural values. Dan also Chairs the eBay Foundation.

One of Dan’s primary areas of focus has been to drive consumer brand consideration of eBay, activate a differentiated eBay brand, and to bring the company’s Purpose to life. Dan and his team are an integral part of the launch of eBay’s new brand platform, “Fill Your Cart With Color,” which celebrates the distinct passions we all have, and captures the essence of eBay’s diverse and vibrant marketplace. Dan is also propelling eBay’s Purpose by elevating its Global Impact, highlighting how eBay creates a better, more sustainable form of commerce—where people are empowered, causes are supported and opportunities are open to everyone.

Dan brought extensive experience leading communications when he joined eBay in June 2015 from PIMCO, the world’s largest bond investment management firm, with \$1.5 trillion in assets under management, where he was EVP/Global Head of Corporate Communications.

Before joining PIMCO in 2007, Dan was Managing Director, Corporate Communications and Brand Marketing for Countrywide Financial Corp. He previously served as Senior Vice President, Issues Management and Public Affairs at VISA, the leading payments company. In that role, which he held from 2002 to 2005, he spearheaded efforts to protect the company’s brand and reputation.

Prior to joining VISA, Dan held senior leadership roles with Burson-Marsteller, a unit of the WPP Group. Dan also spent several years doing public service as Special Assistant to the President at Miami’s Beacon Council, the economic development agency for Miami-Dade County. He began his career as a litigation attorney with Akerman, Senterfitt in Miami, Florida. He argued cases in state and federal trial and appellate courts.

Dan earned his J.D. cum laude from University of Miami School of Law, and a B.A. in International Relations from Tulane University. He serves on the Boards of Directors of the Ad Council, and the Anti-Defamation League Central Pacific Region. He is also a member of the Board of the Stanford University Center for Autism, Board of Advisors of the USC Annenberg School Center for Public Relations, and a member of the Arthur Page Society, The PR Seminar and Communications 50.

Dan spends his free time with his wife and two young sons. He also is passionate about fitness, live music, the Miami Heat, and being involved in his local community.