



## HAL LAWTON

SVP, eBay North America

Hal Lawton oversees all aspects of eBay's North American business. These responsibilities include marketing, merchandising, merchant development, seller experience, shipping, and advertising. Additionally, he has responsibility for global customer experience (including trust, risk, and customer service) and emerging market expansion (including Russia, Brazil, and Mexico).

He believes in creating opportunities for entrepreneurs, and helping small businesses to fulfill their potential across the United States and globally.

Hal is an expert in ecommerce and retail strategy; business development; data and analytics; in-store and online merchandising; marketing; customer service and fulfillment. He joined eBay in April 2015 from Home Depot, the world's largest home improvement retailer, where he most recently was senior vice president for merchandising, with accountability for \$22 billion in revenue.

He spent ten years in various leadership roles at Home Depot, starting its Internet business from scratch and building it to almost \$2 billion, while leading a team of 1,700 people.

Previously, Hal had been an associate principal at McKinsey & Co., providing strategic advice to executive teams in consumer packaged goods and manufacturing industries. He was also a process engineer at Champion International Corp.

Hal, who has an MBA from the University of Virginia and a Bachelor's degree in Chemical Engineering from North Carolina State University, serves on the corporate advisory board for The University of Virginia's Darden School of Business.

When he's not at work, he spends as much time as he can with his wife and their three young children, travelling together to new places; playing baseball, basketball or tennis -- or just getting together for pizza on Friday night, ideally in front of a good movie.

### HAL'S FAVORITE EBAY EXPERIENCE:

"One of the things I did before we moved to the Bay Area was to look on eBay for Golden State Warriors jerseys for each of the kids. When we told them we were moving, we presented them with the jerseys and that minimized any level of concern they might have had, to the point where they were just super energized. That was a cool find."