



Jordan Sweetnam

SVP & General Manager, North America

Jordan Sweetnam is Senior Vice President and General Manager for eBay's North America Market. These responsibilities include marketing, merchandising, merchant development, seller experience, shipping and advertising.

Jordan rejoined eBay in 2019 from Walmart, no. 1 on the Fortune 500 and the world's largest retailer, where he served as SVP Customer Experience & Product – leading the redesign of the company's website, scaling online grocery and driving next-day delivery.

An eBay alumnus, Jordan first joined eBay Canada in 2004 as a marketing analyst, working his way up through a variety of key business, analytics and operating roles including Seller & Trust Analytics, Buyer Experience and VP of Seller Experience. Jordan enjoys long-standing relationships with many of eBay's sellers and, with his return, brings a wealth of experience building differentiated ecommerce products to deepen customer engagement and drive growth. Jordan is passionate about the unique opportunity and purpose eBay represents for its millions of customers.

Jordan holds an Honours Bachelor of Commerce degree in Finance from The University of British Columbia. His passions outside of work include gardening, travelling with his family and trying not to lose while playing games against his children.

Jordan's Favorite eBay Experience

“With over 1,200 feedback, it's hard to think of one moment – every part of my home is touched by eBay. All of our art has been purchased by independent artists on eBay; my tropical plants and the ladybugs that protect them, the cool vintage pinball machine that lights up our living room and the throwback to my lost childhood Christmas ornaments that have such strong memories. The amazing diversity of eBay's sellers and their inventory support my passions.”