



PAUL TODD

SVP, eBay Europe

Paul Todd is driving growth in EMEA by reigniting entrepreneurship in the region and helping small businesses unlock global opportunities. Responsible for eBay's operations in major European markets (UK, Germany, France, Italy, Spain) as well as in emerging, higher growth markets such as Turkey, Paul also holds a global role leading eBay's marketing worldwide to ensure the organization can capitalize on the benefits of scope and scale, while retaining the ability to tailor to each region's unique needs.

Paul is a seasoned technology executive whose career has been distinguished by innovation and a passion for technology and ecommerce – in particular, the continual improvement of the customer experience. He has extensive international experience across strategy, product management, and business development.

He took over the helm of eBay's European operations in mid-2014, have previously led the global strategy team in San Jose. In that role, he worked with Devin Wenig to define many of eBay's strategic priorities, such as verticals, mobile, and shipping. He also led extensive work on the competitive environment to identify how eBay should best differentiate itself commercially.

Paul was previously Chief Product Officer at Rearden (now named Deem), an ecommerce applications business, where he was responsible for both B2B and consumer lines of business. He developed and ran the company's product, marketing, and user experience teams, which focused on travel and entertainment, deals and offers, purchasing, and mobile.

Prior to that, Paul was a product management leader at Google. He was responsible for a range of advertising and data analytics products, and also for developing and implementing Google's strategy in the travel industry, leading to the \$700 million acquisition of ITA.

Paul has also been a partner at McKinsey, where he secured his grounding in technology, for example working with Buena Vista Games and xBox.

He holds BA Honors and MA degrees in Engineering from Cambridge University.

A lover of literature, Paul finds time to read every day and also enjoys supporting his kids in their sporting activities. And despite injuries that finally ended his lifelong soccer career, he hasn't yet kicked his high intensity training regime.

PAUL'S FAVORITE EBAY EXPERIENCE:

"My favorite selling moment was with the Oregon buyer who drove 10 hours to California to pick up the John Deere ride-on lawn mower I no longer needed. After he (carefully) loaded it onto his truck, without even taking a break, he drove it right back home. My favorite buying moment was winning a Sunderland Football Club ball signed by Kevin Phillips and Niall Quinn – two local heroes."