



Rob Hattrell

SVP, Head of eBay Europe

Rob's Favorite eBay Experience

“My favorite eBay experience as a seller was when my wife and I sold our prized home sofa, which was the first one we'd ever bought. We purchased it when we moved into our first home. It was perfect for us and our house, but as our family got bigger, it could not come with us. Naturally, we sold it on eBay. The couple who came to pick it up was just like we were when we first bought it – newly married and moving into a new home. It was perfect for them, and it was great to see it go to be part of their story. My favorite eBay experience in my job is every year in the U.K. we run a set of seller awards where we recognize our business sellers from all parts of the U.K. Their stories of courage and bravery in the face of what is often personal adversity; their trading skill and agility; and the diversity of their backgrounds, businesses and approaches are truly inspirational for me and my team.”

Rob Hattrell leads eBay's business in Europe and is accountable for all operations in that market. He is passionate about consumer sellers, small businesses and the role technology and eBay play in powering entrepreneurship and creating opportunity. Rob joined eBay in 2017 to run eBay's business in the U.K. Prior to joining eBay, Rob worked at Tesco, where he ran the General Merchandise business, including worldwide sourcing, across the U.K. and Central European regions. He began his career at Tesco in 2009 as U.K. CIO and, before that, was a partner at Accenture in their Retail Practice. During his 13 year tenure at Accenture, Rob worked across the globe in retail strategy and transformation delivery, helping many different retail clients who represented all sectors. Rob has an M.A. in Geography from Oxford University. He is married to Natalie, and they have four daughters. He is an avid but often frustrated golfer and a loyal but often disappointed West Ham United fan.