



Rob Bigler

GENERAL MANAGER EBAY CANADA



As General Manager of eBay Canada, Rob Bigler leads strategy and execution of the Canadian experience for one of the world's largest online marketplaces. In this role, he helps Canadian small and medium businesses succeed by connecting them with over 145 million buyers in 190 countries, allowing them to 'stay local and sell global'. He is known as a people-first customer-focused leader who champions diversity and sustainability. Rob took over as GM in January 2020. Prior to this he was Chief Operating Officer, eBay Canada and Latin America, where he worked to improve the end-to-end experience for buyers and sellers on eBay.

Prior to eBay, Rob was Senior Vice President of Digital Transformation at Holt Renfrew. He has also held senior roles in multiple markets around the world with The Selfridges Group, Sears Canada, Associated British Foods and Bain & Company. Rob is also a licensed civil engineer, having designed buildings on both coasts of the US and was a US Peace Corps volunteer in Guyana, South America.

Rob holds a Master of Business Administration from Wharton and a MSc and BSc from Stanford University. In his spare time, Rob enjoys travelling and new adventures with his wife and four boys.