

## EXECUTIVE SUMMARY

Consumer Internet and e-commerce executive with a proven track record of operating large scale global classifieds businesses. Inspirational leader but also a strong operator with demonstrated ability to deliver on global growth and expansion in highly competitive environments. Attracted to businesses of any size where change, ambiguity, large scale ambition, data analysis but also gut feel, tolerance for risk, and customer obsession are the norm. Angel investor and former tech startup entrepreneur. Graduate degrees in business and engineering.

### **Core competencies/areas of expertise include:**

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|-------------------------------|-------------------------------|-----------------------------|
| ✓ Vision Setting and Strategy | ✓ Product and Tech Leadership | ✓ Consumer Products         |
| ✓ P&L Management              | ✓ Start-ups                   | ✓ Marketing                 |
| ✓ General Management          | ✓ Growth Hacking              | ✓ M&A                       |
| ✓ Inspirational Leadership    | ✓ People Development          | ✓ Negotiation/Communication |

## PROFESSIONAL EXPERIENCE

### **Letgo and OLX Group, Miami, FL**

**2017-Oct 2018**

#### **➤ Vice President, General Manager-Growth Markets**

*Ran international online classifieds organization with 350 professionals in the areas of product management, software engineering, UX design, finance, legal, HR, marketing, sales, and customer service.*

- Appointed advisor to global CEO in matters related to customer centricity and business transformation.
- Expanded value proposition and grew take rate by successfully completing acquisitions in real estate classifieds and in mortgage financing lead generation.
- Reached market leadership in Central Europe by disrupting marketplace incumbents thanks to superior mobile first UX and effective growth hacking strategy.
- Frequent speaker at industry, media, and conference events.

### **EBAY Classifieds Group, San Francisco, CA**

**2013-2017**

#### **➤ Senior Director, Head of Product and General Manager-Growth Markets**

*Directly responsible for the P&L of eBay's largest global investment portfolio in vehicles, real estate, and mobile classifieds with operations in the U.S., China, Europe, Latam, and Africa.*

- Expanded active monthly user base from 7 million to 20 million, moving businesses through different stages of development, from incubation to revenues generation to sustainable profitability.
- Grew mobile web adoption and retention rates by 50% and 70%, respectively, following a product and cultural transformation of the business from desktop-first to mobile-first.
- Introduced best practices in product discovery and product development by adding capabilities in design thinking, UX research and analysis to cross-functional product teams.
- Encouraged the use of modern principles in technology to transform the architecture of legacy platform (from monolithic to microservices) and transition from waterfall to agile software development.
- Pioneered in establishing a product- and tech-led marketplace organization and culture, helping raise the bar on product and tech talent recruitment and retention.
- Achieved #1 position in real estate classifieds in Mexico following the acquisition of a leading competitor and transforming product proposition from general classifieds to real estate classifieds.
- Doubled B2B monetization in South Africa via disruption of vehicle classifieds business models.
- Reached 95% percentile in leadership effectiveness on eBay's employee survey, with integrity, passion, ownership, inventiveness, and people leadership development as highlighted strengths.
- Earned multiple critical talent awards during tenure.

# ARIEL H. MEYER

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## Work Experience Continued

**Zippio LLC, Boston, MA/Miami, FL**

**2010-2013**

### 🔗 Co-Founder & CEO

*Co-founded mobile payments startup, operating the first peer-to-peer virtual currency transactions network in Latam.*

- Raised \$700K from angel and Series A investors.
- Hired development team and built design and product management capability.
- Successfully negotiated strategic partnerships with global game publishers, accelerating go to market times.
- Protected company IP by preemptively assuming rights to two payment technology patents.

**Latinlingua, Miami, FL**

**2010-2013**

### 🔗 Advisor/General Manager/Chief Business Officer

*Provided strategic oversight and management of a translation and localization agency servicing Fortune 1000 clients.*

- Led Latinlingua into an accelerated revenue (+40% YOY) and profit growth phase (+70% YOY) after completing a strategic overhaul in the areas of corporate branding, partner management, and client acquisition.

**Bacardi USA, Miami, FL**

**2008-2010**

### 🔗 Managing Director, Vice President Marketing, Emerging Premium Brands

*Led commercial and brand marketing teams, successfully transforming dysfunctional sales and marketing division into an effective, cohesive team, and achieving net sales growth of \$6M (+10%) in adverse economic environment.*

- Negotiated industry's first multi-million deal with the Ultimate Fighting Championship franchise.
- Served as advisor to CEO on strategic acquisition and investment decisions in high growth categories.

**Foster's Americas, Miami, FL/Napa, CA**

**2003-2007**

### 🔗 Director of Sales & Marketing/Brand Director-Super Premium Imports/Group Manager-Premium Imports

*Drove brand growth, leading the development and implementation of sales and marketing strategy to achieve and at time surpass revenue goals.*

- Achieved a 17% increase in super premium imports' operating income and sharp improvements in brand equity backed by an aggressive new product introduction roadmap.

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## PREVIOUS WORK EXPERIENCE

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**(Oracle) Siebel Systems, Inc., San Mateo, CA**

**Alliance Manager-Accenture**

**LVMH Moet Hennessy/Louis Vuitton, Yountville, CA**

**Business Development & Marketing Manager/Financial Planning & Analysis Manager**

**Citibank, N.A., Buenos Aires, Argentina**

**Management Associate-Risk and Financial Analysis, Financial Institutions**

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## EDUCATION

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**UC BERKELEY, HAAS SCHOOL OF BUSINESS, CA**

**Masters of Business Administration**

Teaching Assistant in Macroeconomics - President of Consulting Club

**BUENOS AIRES INSTITUTE OF TECHNOLOGY (ITBA), Argentina**

**Master of Science, Industrial Engineering**

**Bachelor of Science, Industrial Engineering**

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## LANGUAGE SKILLS

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Bilingual English and Spanish, advanced German, conversational Portuguese