



Will Wu

Chief Technology Officer

Will Wu currently serves as the Chief Technology Officer of Match Group, where he works directly with Match Group executives to invest in, incubate, launch, and scale new features, emerging technologies, and innovative products across the Company's portfolio of brands.

Will most recently served as Vice President of Product at Snap Inc., where he led the multi-disciplinary team charged with the creation, growth, and commercialization of Snap's developer platforms. As the 35th employee at Snap, Will touched nearly every facet of the company as it transformed from a startup into a global public corporation. He joined the company in 2014 as a founding member of the Product & Design team, where he created trademark products for the core Snapchat app that now collectively reach hundreds of millions of users each day. Will spearheaded the creation of Snapchat's "Discover" content platform, which marks one of the earliest revenue streams for Snap and is a landmark section of the app today. He also led the creation and growth of the "Chat" messaging feature, which today is a primary Snapchat engagement driver that connects hundreds of millions of people each day via billions of texts, photos, videos, phone calls, video chats, and "Bitmoji" stickers.

After building the foundation of many core Snapchat features, Will went on to lead multiple long-term innovation initiatives for the company. He conceptualized, built, and launched Snapchat's social gaming initiative, which connected more than 300 million Snapchatters to games from more than 50 game developers and publishers. Will assembled a global multi-disciplinary team of engineers, product managers, and game designers, closed multiple M&A transactions, and forged commercial partnerships with companies like Zynga. Will also oversaw the creation and growth of Snap's developer platform, which empowers companies like Disney to put cutting-edge Augmented Reality (AR) technology into the hands of their consumers.

Will holds a Bachelor of Science degree in Electrical Engineering & Computer Science from UCLA.



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