

Contact

www.linkedin.com/in/sukhinders
(LinkedIn)

Top Skills

Start-ups

Finance

Entrepreneurship

Patents

System for managing product
inventory counts

Sukhinder Singh Cassidy

Digital leader, board member and investor with 25+ years of driving outcomes | Passionate about helping people rethink risk and win | choosepossibility.com

San Francisco Bay Area

Summary

Internet executive and entrepreneur with experience building, scaling, and leading businesses over 20+ years, including Stubhub, Google, theBoardlist, Yodlee, Polyvore, Joyus and Amazon. Multi-time board member and/or angel investor at private and public companies including : Ericsson, TripAdvisor, Urban Outfitters, Stitchfix, Upstart, Reformation, theRealReal, and Sunbasket. Passionate about helping people succeed as a leader and building products that delight and empower consumers as a career.

Author of the upcoming book Choose Possibility: Take Risks and Thrive (Even When You Fail) coming on August 17th, 2021. Visit choosepossibility.com for updates.

Experience

Canada Drives

Board Member - Lead Independent

October 2020 - Present (1 year 11 months)

theBoardlist

Founder & Chairman

July 2015 - Present (7 years 2 months)

San Francisco Bay Area

Founder of theBoardlist, a curated marketplace to help discover and find exceptional women leaders for private company boards. theBoardlist is aimed at accelerating gender diversity and business performance in the boardroom, starting with the tech industry.

Upstart

Board Member-Lead Independent

March 2020 - Present (2 years 6 months)

San Francisco Bay Area

Urban Outfitters
Member Board Of Directors
August 2017 - Present (5 years 1 month)

StubHub
President
May 2018 - June 2020 (2 years 2 months)
San Francisco, California

TripAdvisor
Member Board Of Directors
February 2012 - June 2018 (6 years 5 months)

Ericsson
Member Board Of Directors
March 2015 - March 2018 (3 years 1 month)

Joyus, Inc.
Founder & Chairman (Founder & CEO through February 2017)
January 2011 - September 2017 (6 years 9 months)
San Francisco, CA

Joyus created the web's first and award-winning video shopping network monetized through direct response. By creating and distributing high quality lifestyle stoppable video through our proprietary patented video player, Joyus drives superior engagement and monetization for brands and publishers on our platform, and a premium rich shopping experience for end users.

Joyus was acquired by StackCommerce, the leading native commerce network powering publishers in September 2017.

Polyvore
CEO
March 2010 - September 2010 (7 months)

Web's pioneering social shopping platform for users and brands in fashion, beauty and style. Acquired by Yahoo for \$230m in 2015

Accel Partners
CEO-in-Residence
April 2009 - March 2010 (1 year)

Google

President, Asia Pacific and Latin America Operations

October 2003 - April 2009 (5 years 7 months)

Envestnet | Yodlee

Co-founder and SVP, Business Development

August 1999 - September 2003 (4 years 2 months)

Yodlee is the pioneering financial data aggregation platform, powering financial applications with robust financial data across leading banks, brokerages and tech companies globally. Yodlee IPO'ed in 2014 and was acquired by leading fintech company Envestnet in 2015 for \$590m.

Amazon.com (& Jungle)

Business Development Manager

January 1998 - August 1999 (1 year 8 months)

Sky

Analyst

September 1995 - October 1996 (1 year 2 months)

Merrill Lynch

Financial Analyst - Investment Banking for Financial Institutions

June 1993 - September 1995 (2 years 4 months)

Education

Ivey Business School at Western University

HBA, Business Administration · (1988 - 1992)

Western University

Bachelor of Arts in Honors Business Administration, Business Administration and Management, General · (1988 - 1992)