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Groupon Appoints Four New Executives

Industry experts join organization to drive Groupon's new initiatives and growth

CHICAGO--(BUSINESS WIRE)-- Groupon today announced the appointment of four new executives: Robbie Schwietzer to Senior Vice President of Operations, Lisa Kennedy to Vice President, General Manager, of Groupon Reserve, David Kerr, Vice President, General Manager, of Home Services, and Hoke Horne, Vice President of Global Commercial Finance.

"We're thrilled to bring Robbie, Lisa, David and Hoke and their incredible caliber of talent to Groupon," said Eric Lefkofsky, CEO, Groupon. "All four are well-regarded experts in their fields and will help take Groupon to the next level."

Schwietzer will be involved in implementing, overseeing and growing Groupon's various enterprise operations. Previously, he spent 10 years at Amazon and most recently held the position of Vice President of Amazon Prime. During his tenure at Amazon, he also served as Director of International Retail, Director of Videogames and Software, Germany, and Senior Finance Manager. Prior to Amazon, Schwietzer worked at McKinsey & Company as an Associate Consultant. He holds an undergraduate degree from the University of California, Los Angeles, and a MBA from the Massachusetts Institute of Technology, Sloan School of Management. Schwietzer will report to Chief Operating Officer Kal Raman and be based in Seattle.

Kennedy will head the Groupon Reserve team, a high-end channel for premium deals and experiences, and lead Groupon's merchandising efforts. A proven entrepreneur with vast ecommerce experience, she is the founder of Hopscotch, a daily deal site in India that features member access to discounts on top baby and children's brands. Prior to launching Hopscotch, Kennedy served as the Executive Vice president of E-Commerce for Quidsi, which operates Diapers.com, Soap.com and BeautyBar.com. She's also held senior roles at Scholastic, Time Inc. and the Guinness Book of World Records. Kennedy received her undergraduate degree from Boston University and her MBA from Harvard Business School. She will report to Raman and be based in New York.

Kerr will drive outreach to home and auto-related merchants and create a marketplace experience for Groupon customers to find, schedule and purchase deals from local service providers. He previously was the General Manager of eCommerce for Angie's List. Kerr also held the position of President and CEO for NoInk Communications for six years, which provided mobile CRM and inventory management solutions for the medical and pharmaceutical industries. Most recently, he served as Chairman of the Board for Jada Beauty, an ecommerce and content platform dedicated to helping hair stylists and salons sell a curated selection of products to their clients. Kerr is a graduate of Princeton University. He will report to the Vice President, General Manager of Daily Deals Julie Szudarek and be based in Chicago.

Horne will lead Groupon's Global Commercial Finance team and help steer finance operations for Groupon's global businesses. He joins the company from Juniper Networks, where he previously served as Vice President of Software Finance and also Vice President of Pricing. Before that, Horne worked at Microsoft for seven years including roles as Chief Financial Officer of Windows Client, General Manager of Pricing and Product Licensing, and Chief of Staff to Microsoft's CFO, in addition to other positions. Horne holds an undergraduate degree from the University of Virginia and a MBA from the University of Chicago, Booth School of Business. He will report to Groupon's Chief Financial Officer Jason Child and be based in Chicago.

About Groupon

Groupon (NASDAQ: GRPN) is a global leader in local commerce, making it easy for people around the world to search and discover great businesses at unbeatable prices. Groupon is reinventing the traditional small business world by providing merchants with a suite of products and services, including customizable deals, payments processing capabilities and point-of-sale solutions to help them attract more customers and run their operations more effectively. By leveraging the company's global relationships and scale, Groupon offers consumers incredible deals on the best stuff to eat, see, do, and buy in 48 countries. With Groupon, shoppers discover the best a city has to offer with [Groupon Local](#), enjoy vacations with [Groupon Getaways](#), and find a curated selection of electronics, fashion, home furnishings and more with [Groupon Goods](#). To subscribe to Groupon emails, visit www.Groupon.com. To learn more about the company's merchant solutions and how to work with Groupon, visit www.GrouponWorks.com.

Groupon
Bill Roberts, 312.459.5191
bill@groupon.com

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