



Groupon Announces Colin Bodell as Chief Technology Officer

November 28, 2017

E-commerce engineering veteran to lead Groupon's fast-growing marketplace platform

CHICAGO--(BUSINESS WIRE)--Nov. 28, 2017-- Groupon (NASDAQ: GRPN) today announced that Colin Bodell is joining as Chief Technology Officer to lead the company's global engineering efforts across three continents. Bodell joins from American Eagle Outfitters where he was also CTO. He will report to CEO Rich Williams.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171128005824/en/>

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Groupon announced that Colin Bodell is joining as Chief Technology Officer to lead the company's global engineering efforts across three continents. (Photo: Business Wire)

"As Groupon's marketplace continues to grow, we're excited to bring on an engineering leader in Colin who can evolve our platform and help capture the immense opportunity in local," Williams said. "Colin's experience leading global engineering teams, building world-class software and deserved reputation as a strong advocate for diversity in engineering make him a tremendous fit to help lead Groupon's continued success."

Prior to American Eagle, Bodell served as CTO for Time, Inc., and held a number of senior engineering positions at Amazon. He is a Trustee and Board Chair of the

Technology Committee for AnitaB.org (formerly the Anita Borg Institute for Women and Technology) and also serves on the board of the National Center for Women and Information Technology (NCWIT).

"Groupon's rapidly evolving marketplace presents some unique engineering opportunities, and the long-term potential for the platform is impressive," Bodell said. "The talent across the organization -- particularly the commitment to excellence on the product and engineering teams -- allow us to build even more amazing experiences for customers and merchants."

At Groupon, Bodell will lead technology strategy and implementation across the company's engineering organization and will work closely with Chief Product Officer Jay Sullivan to develop and implement the experiences and tools that serve Groupon's 49 million customers and broad merchant roster. He will be based in Seattle.

Bodell's hire is the latest in a string of senior leaders joining Groupon to help build the daily habit in local commerce. Senior marketing executive [Deb Wahl](#) joined the Groupon Board of Directors this month, and [Steve Krenzer](#) was named Chief Operating Officer. [Jennifer Carr-Smith](#) also recently joined as Senior Vice President for North America Local.

About Groupon

Groupon (NASDAQ: GRPN) is building the daily habit in local commerce, offering a vast mobile and online marketplace where people discover and save on amazing things to do, see, eat and buy. By enabling real-time commerce across local businesses, travel destinations, consumer products and live events, shoppers can find the best a city has to offer.

Groupon is redefining how small businesses attract and retain customers by providing them with customizable and scalable marketing tools and services to profitably grow their businesses.

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