



## Groupon Announces Sarah Butterfass as Chief Product Officer

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*E-commerce and technology veteran joins to lead global product organization*

CHICAGO--(BUSINESS WIRE)--Sep. 6, 2018-- Groupon (NASDAQ: GRPN) today announced Sarah Butterfass will join the company as its Chief Product Officer, the company's top product development post.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180906005508/en/>



"We are thrilled to add a proven and talented leader in Sarah to our senior leadership team," said Groupon CEO Rich Williams. "As we continue to build the daily habit in local, Sarah's nearly two decades of experience in developing engaging products, designing great experiences for customers and creating compelling loyalty programs will be invaluable."

At Groupon Butterfass will oversee the company's global product organization in developing the future of the Groupon experience for customers and small businesses.

"I'm excited to help design and build the next chapter of the Groupon story," said Butterfass. "The chance to work with a very talented team on a local marketplace of Groupon's scale is an incredible opportunity, and I look forward to what we'll do on behalf of Groupon's millions of customers and merchants."

Butterfass joins from E\*TRADE where she most recently served as Senior Vice President and Head of Customer Experience. While at E\*TRADE she also served as senior vice president of the company's Trader Group and chief marketing officer of OptionsHouse, an E\*TRADE company.

Prior to E\*TRADE, Butterfass was Vice President of Customer Loyalty at Orbitz and also served in other senior product roles.

Butterfass will join the company on September 24 and will be based in Chicago, reporting to Chief Operating Officer Steve Krenzer.

### About Groupon

Groupon (NASDAQ: GRPN) is building the daily habit in local commerce, offering a vast mobile

Sarah Butterfass will join Groupon as its Chief Product Officer, the company's top product development post. (Photo: Business Wire)

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.

To download Groupon's top-rated mobile apps, visit [www.groupon.com/mobile](http://www.groupon.com/mobile). To search for great deals or subscribe to Groupon emails, visit [www.groupon.com](http://www.groupon.com). To learn more about the company's merchant solutions and how to work with Groupon, visit [www.groupon.com/merchant](http://www.groupon.com/merchant).

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