

JEFF POIRIER

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GENERAL MANAGER & OPERATOR

VICE PRESIDENT | SR. DIRECTOR | DIRECTOR

A highly accomplished 'forward-thinking' VP & General Manager with twenty years of progressive success in diverse operations, public and private P&L ownership (\$400M) in global growth in professional services, technology, e-commerce, and finance. Respected leader of highly engaged teams, providing strategic direction in new product introduction and execution against existing and new business segments to drive growth.

SIGNATURE ACHIEVEMENTS

- **Career progression from military to enterprise organizations using entrepreneurial approach** to existing businesses to grow new markets and through innovative strategies for new product integration.
- **Leveraged leadership and communication to deliver time-sensitive projects, ensuring ongoing success and helping shape** the policy environment with external stakeholders. Turned complex cultures into high-performing cultures.
- **Enhanced operational efficiencies** saving \$4M, doubled size of field operator team to increase efficiency and support.
- **Grew revenue 8% YoY while delivering over 8% more EBITDA YoY**, awarded for top sales and operations performance.

PROFESSIONAL OVERVIEW

VICE PRESIDENT & GENERAL MANAGER | NATIONAL VETERINARY ASSOCIATES (NVA) **2021- 2023**

Hired to lead operations for \$400M P&L in CA, HI, AZ, NM, & west TX. Led cross-functional team of 1.5K/125+ practices.

- Grew revenue 8% YoY, delivered 8% more EBITDA YoY and outperformed budgeted EBITDA margin by over 40 bps.
- Enhanced operational efficiencies, saving \$4M and partnered to restructure recruiting efforts to hire 33% more DVMs.
- Doubled operator team to improve support, lead field operations liaison with tech team to build upgrade processes.

STUBHUB, INC., (AN EBAY COMPANY)

2012- 2020

SR. DIRECTOR | GENERAL MANAGER, CONCERTS & THEATRE, NORTH AMERICA

2017- 2020

Promoted to improve competitive advantage of \$5B e-commerce marketplace business, directing lucrative Concert & Theatre segments for \$1.8B gross sales, 40% of overall business and 50% of profits, grew sales 20%, led team of 30+.

- Captured 2ppts of market share each month in Concerts sub-segment, reaching \$800M gross sales.
- Rationalized Product, Technology, Marketing & Supply resources in US/Canada, delivering new customer experience.
- Originated 20+ partnerships with inventory, co-branded marketing and data sharing with artists, agencies, and platforms.
- Noted thought leader by peers, consumers and government officials for consumer and public relations, on [International Product Development & Targeted Marketing Strategy](#), and [FTC Ticket Workshop exploring consumer protection issues](#).

DIRECTOR | GENERAL MANAGER, CANADA

2015 - 2017

Selected to manage and develop 2nd largest market, focusing on marketing and supply base opportunities, extended thought leadership to key stakeholders for brand awareness and industry appreciation. Led unprecedented growth of 30% CAGR, drove \$5M in incremental sales.

- Built relationships with provincial and federal authorities, helping shape regulatory schemes and policy decisions.

SR. MANAGER | GLOBAL STRATEGY & CORPORATE DEVELOPMENT

2012 - 2015

Hired as key member of leadership team to help hire for and lead corporate development, strategy, and strategic planning.

- Oversaw 3 strategic planning cycles, gaining buy-in from C-level executives with value-add processes.
- Identified and drove largest acquisition in company history (\$165M) leading to far-reaching footprint in 45+ countries.

INVESTMENT BANKING ASSOCIATE | GOLDMAN SACHS

2010- 2012

Developed and instituted solutions for M&A, financing, and anti-raid defense for 25 technology client management teams, directors, and PE investors. Built climate of trust, surveyed valuation models to ensure ROI. Advised sell-and-buy-side for \$4B software provider and \$6B computer storage company, and transacted bridge loan and credit line for \$5B acquisition.

LIEUTENANT, NAVAL SUBMARINE TRAINING CENTER INSTRUCTOR | UNITED STATES NAVY, NUCLEAR SUBMARINE FORCE

5+ YEARS

Led team of 10 officers in training initiatives for 15+ Pacific Fleet submarines, led high-performing nuclear operating team of 25. Qualified to lead entire ship's operations in half the average time, key decision-making role in 3 highly classified missions.

- Noted operator at highest levels of proficiency and sole recipient of Pacific Fleet Rush Warfighting Award in 2005.

EDUCATION, DOMAIN EXPERTISE AND AFFILIATIONS

Master of Business Administration (MBA) in Finance, MIT SLOAN SCHOOL OF MANAGEMENT, CAMBRIDGE, MA

Bachelor of Science (BS) in Ocean Engineering (Merit Graduate), UNITED STATES NAVAL ACADEMY, ANNAPOLIS, MD