

Carol Haverty

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Overview

Experienced business development professional with background ranging from startups to Fortune 500 companies. Specific experience in segments including payments, mobile, online advertising, gaming and search technologies.

Experience

Jul 2012-Current **PayPal, Inc.** San Jose, CA

Global Business Development

Developed strategy and emerging business segments for PayPal. Managed strategic partnerships and pilot efforts into early-stage business segments, with a most recent emphasis on mobile payments and POS applications. Player-coach role.

- Worked with executive team and product, solutions, integrations, marketing, account management, and legal to develop product roadmap, strategy, pipeline and launch plans for partners
- Launched 10 new development partners with new integrated consumer payment experiences including order ahead, pay at table, photo check in, QR code based payments, loyalty, in-person card processing, and others
- Developed models, template agreements and structures and coordinated global partnerships with local business regions
- Specific recent focus around cloud-based mobile, SDKs, and EMV card processing products and partners
- Evaluated early and late stage startups for potential for next-generation payment experiences

Apr 2012-Jul 2012 **Card.io (acquired by PayPal)** San Francisco, CA

VP Business Development and Marketing

Developed business and marketing plan for company that developed technology for reducing payments friction by capturing credit card information using the mobile phone camera. Card.io was acquired by PayPal in 2012 and folded into the main SDK product set.

- Developed marketing plan and built pipeline of large enterprise and mobile app developer customers (Uber, Airbnb, Lemon, 1-800-Contacts, others)
- Fostered channel partner relationships with merchant acquirers and other technology partners

Dec 08-Apr 2012 **Winster, Inc.** San Mateo, CA

VP Business Development and Marketing

Managed customer acquisition channels as well as monetization for this online gaming startup.

- Managed over 30 traffic partners with various cost models, in online, email, display, print, and radio
- Built custom real-time management templates for SEM and display advertising management
- Reduced cost-to-acquire by 75%, increased site traffic by 7x, increased profitability by 300%

Jan 06-Jan 08 **NexTag, Inc. (now Wize Commerce)** San Mateo, CA

Senior Internet Business Development Lead

Developed new business categories for this online comparison shopping engine.

- Developed pilots for lead generation in auto insurance, online education, real estate, industrial supply
- Managed direct sales for established categories such as mortgages and comparison shopping
- Managed channel partner relationships

Prior history: **Fast Search and Transfer – Director of Business Development**

Bank of America – Project Finance Investment Banking Analyst

Education: **Princeton University, Lawrenceville School**