

Andrea Stairs

Managing Director at eBay Canada

Toronto, ON, CA

Andrea Stairs leads the Canadian strategy and operations of one of the world's largest online marketplaces.

Description

As eBay Canada's managing director, Andrea Stairs leads the Canadian strategy and operations of one of the world's largest online marketplaces and Canada's second largest e-commerce business. In this role, Andrea is responsible for cultivating eBay's community of Canadian users -- from individual consumers to established brands and retailers -- and for overseeing all of eBay's Canadian functions, including product management, marketing, business development, and public and government relations.

Andrea was most recently head of marketing for eBay Canada, managing the brand's marketing strategy and execution. She was also instrumental in launching eBay's French-Canadian website and in leading the eBay Motors team in Canada.

After receiving a BA from McGill University, Andrea obtained LLB and MBA degrees from the University of Toronto.

Andrea sits on a number of executive and advisory boards including Spinrite LP, the Information Technology Association of Canada (ITAC), Ontario's Panel for Economic Growth & Prosperity, as well as the Rotman School of Management's Equity, Diversity & Inclusion committee.

A native of Montreal, Andrea now lives in Toronto with her husband and young son and daughter.

Industry Expertise

Advertising/Marketing, Retail, Import and Export, Corporate Leadership

Topics

E-Commerce, Business Strategy, Multi-Channel Marketing, Marketing Strategy, Digital Marketing, Digital Strategy, Product Management, Strategic Communications, Business Development, Online Advertising, SMBs, Women in Leadership, Women in Technology, Retail, Small Business

Affiliations

Education

University of Toronto

JD/MBA Law, Finance

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