

EDOUARD GHEERBRANT

Singapore (One Pass, no visa sponsorship required) | Open to relocation | edouard.gheerbrant.pro@gmail.com | [linkedin.com/in/edouard-gheerbrant](https://www.linkedin.com/in/edouard-gheerbrant) | +65 8767 7925



PROFESSIONAL SUMMARY

15+ years operating, scaling and transforming companies in high-growth, competitive and challenging markets.
Co-founded Daraz and ran it as COO to ~\$1B GMV across 5 markets, 2k employees, sold to Alibaba. Turned around HungryNaki (40x GMV in 3 years).
Co-founded and sold Promobrain, an AI personalization platform. Full P&L owner, AI-native.

PROFESSIONAL EXPERIENCE

 **Promobrain (acquired)** **Co-founder & CEO** | May 2025 – Sep 2026 · Singapore

AI promotion personalization and growth platform for ecommerce · acquired by a strategic partner in 2026

- Designed and shipped a multi-agent AI architecture personalizing \$10M+ of promotion budget and delivering 20%+ incremental sales
- \$200k+ revenue from enterprise ecommerce brands and marketplaces across the US, Europe and Asia
- Owned product, GTM, ops, and P&L concurrently. Ran an AI-first company of 6 (core AI product, AI-run operations) with zero external funding

 **Daraz (acquired by Alibaba Group)** **Co-founder & Chief Operating Officer** | Feb 2016 – Jan 2025 · Singapore, UAE, China, Pakistan,

Bangladesh, Sri Lanka, Nepal and Myanmar

South Asia's leading e-commerce marketplace · acquired by Alibaba in 2019

- Co-founded and scaled Daraz from \$0 to ~\$1B annual GMV across 5 markets and turned the Group EBITDA-profitable
- Owned Group P&L and capital allocation in 5 countries; built world-class leadership team and scaled to 2,000+ employees
- Led acquisition of 100M+ mobile app users; 50M+ annual active customers with 65% yoy repurchase rate
- Overseeing 1P retail and 3P marketplace operations, sales and BD teams of 200+ people per market managing 0.5+ Mn. SMEs and global brand partnerships
- Launched retail media (3% of GMV), livestream and KOL affiliates content (20%+ of GMV) and direct sourcing from 1,000+ global manufacturers
- Led the post-acquisition integration into Alibaba Group (largest tech exit in South Asia)

 **HungryNaki** **Chief Executive Officer** | Dec 2020 – Jul 2023 · Dhaka, Bangladesh

Bangladesh's #2 food delivery and quick-commerce platform, integrated 1P (dark stores) and 3P (marketplace) model

- Turned around a distressed asset into Bangladesh's #2 player: GMV \$1M to \$50M (40x), 300 to 35k+ orders/day in 3 years
- Pivoted to a capital-light 3P marketplace; expanded from 5 to 28 districts, 3k+ restaurants, new verticals (pharmacy, fresh)
- Built a 1,000+ rider on-demand fleet; cut logistics cost per order from \$1.6 to \$0.7 and halved delivery lead time
- Rebuilt tech and org around the 3 core journeys: 95%+ of orders delivered in 30 min, 50+ NPS, 30%+ weekly repurchase

 **Rocket Internet SE** **Global Venture Development Manager** | Feb – Jul 2016 · Karachi, Pakistan

- Built Daraz's operational foundations during the launch phase (Rocket Internet venture-building model)

Earlier: Consultant, Archery Strategy Consulting (2015–16) · Deputy Counselor, French Embassy in the U.S. (2013–15) · Chief Economist Assistant, Schlumberger, Houston (2012–13)

CORE SKILLS

P&L Management: Full P&L ownership across multi-market businesses - accountability for growth, margins, and cash flow

Strategy & Value Creation: Execution of growth and profitability strategies focused on EBITDA expansion and long term value creation

Turnaround & Transformation: Leadership restoring performance from negative growth to sustained double-digit expansion

Team Leadership: Team building and leadership of senior executive teams, establishing disciplined governance and talent depth

Growth & New Businesses: 0-to-1 founding, scaling of new businesses, market expansion and partnerships with material revenue and margin impact

Operation Excellence: Post-merger integration and operating model simplification to accelerate performance

AI Transformation & Workflow Automation: Process mapping, AI transformation projects implementation, change management

EDUCATION

 **Imperial College London** MSc, Environmental Engineering & Business Management, Honours · 2011–2012

 **HEC Paris** Joint Degree, Entrepreneurship · 2010–2011

 **CentraleSupélec** Grande École Program, Engineering, GPA 3.9/4 · 2008–2011