

RUSSELL PATTERSON

CEO | GM | PRODUCT & OPERATIONS EXECUTIVE

Builder of Scalable Teams, Platforms & Growth-Stage Companies.

<https://russpatterson.ca>

PROFESSIONAL SUMMARY

Seasoned CEO and GM with a track record of leading SaaS and marketplace businesses through growth and turnaround. Former GM of eBay Canada with deep experience in product strategy, operational transformation and cross-functional execution. Passionate about building teams and cultures that deliver real, compounding value.

SELECTED HIGHLIGHTS

- Ran eBay Canada for 7+ years, increasing Gross Merchandise Bought from \$600M to \$1.1B+.
- Led MaxSold through restructuring, cultural transformation, and a successful sale while improving the operating ratio by 38 points YoY.
- Built startups as 3x CEO and 2x co-founder - raised capital, shipped product, and built teams.
- Deep product leadership: shipped hundreds of successful initiatives for SaaS, marketplaces, and fintech businesses.
- Award-winning people manager and builder of aligned, high-performing, values-driven teams.

PROFESSIONAL EXPERIENCE

President & Chief Executive Officer / Chief Operating Officer: MaxSold, Kingston, ON (remote). Aug 2022 – May 2024

Series B local auction marketplace for estate sales and downsizing.

- Reduced OpEx by better than 50% while holding year over year revenue at \$13.5M.
- Introduced a cross-functional cascade of simplified goals, improving retention, performance, and accountability.
- Implemented a product-led strategy to improve buyer activation, repeat usage, and net promoter scores.
- Revamped brand and marketing funnel to reduce reliance on paid search and lower CAC.
- Overhauled internal culture, reducing regretted attrition and improving engagement.
- Successfully carried the business through a restructuring and sale process.

Co-Founder & Chief Executive Officer: Halterix Corporation, Toronto, ON (remote). May 2020 – Aug 2022

AI-driven B2B MedTech startup delivering personalized exercise performance tracking solutions.

- Raised \$235k in pre-seed funding and secured \$1M in research grants.
- Formed strategic academic, healthcare, and insurance industry partnerships.
- Participated in top accelerators including Creative Destruction Lab, OBIO, and NextAI.

Chief Executive Officer: Spacefy Inc., Toronto, ON. Oct 2018 – Apr 2020

Online space rentals marketplace.

- Completed a \$1.4M private placement underwritten by Leede Jones.
- Doubled available rental inventory in one year while increasing bookings by 80%.

Co-Founder, VP & CPO / CTO: Home Experience LLC o/a Homex, Toronto, ON. Sep 2017 – Sep 2018

Disruptive B2C startup focused on the home services industry.

- Led founding technical strategy. Key collaborator for founding business strategy.
- Built and scaled Toronto-based product and engineering team.

Country Co-Manager / COO & Director of Product Management / Head of Product / Sr. Product Manager:

eBay Inc., Toronto, ON. Feb 2002 – Sep 2017.

Iconic online auction and shopping platform.

- As a P&L owner, delivered new programs and product experience improvements to better meet the needs of Canadian buyers and sellers, increasing Gross Merchandise Bought from \$600M to \$1.1B+.
- Owned key buyer flows across eBay platforms and shipped hundreds of successful projects.
- Led cross-functional teams to align strategy and execution, achieving sustainable growth.

Mentor: QV Studio, Sherbrooke, PQ (remote). Jan 2025 – present

Accelerator Program for university spin-offs developing quantum technologies.

- Mentor for 2025 cohort of scientist-founders.
- Providing strategic advice on market entry, product development, and scaling strategies.
- Helping founders translate scientific innovations into commercially viable products.

Producer & Host: LEAD and WIN THE ROOM! A Video Podcast for People Managers, Mississauga, ON. July 2024 – present

Leadership-focused video podcast sharing actionable strategies for improving workplace culture and business performance.

- Episodes address everyday leadership challenges, providing practical tools for people managers.

Other earlier experience includes product roles in startups and financial services.

PORTFOLIO

Website: <https://russpatterson.ca>

Podcast: <https://www.youtube.com/@wintheroomwithrusspatterson>

LinkedIn: <https://www.linkedin.com/in/russ-patterson-leadership>

EDUCATION

Toronto Metropolitan University Film Production.

York University Business & Economics.

CONTACT INFO

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