

## Shopkick Bolsters Leadership Team with New Head of Product

Former Telenav & YP Executive to Lead Product Vision and Strategy

**REDWOOD CITY, CA, August 3, 2017** - [Shopkick](#), the leading shopping rewards app, today announces Rohan Chandran as its new Senior Vice President of Product Management.

“Rohan’s experience spanning consumer engagement, mobile solutions, and advertising is perfect for this pivotal role,” said Bill Demas, CEO of Shopkick. “We’re excited to have him driving our product roadmap as we continue to expand our offerings in service of partners and to the delight of our consumers.”

With over 15 years in management, Chandran brings deep knowledge in the creation of consumer products and how best to lead the teams behind them. His career highlights include:

- **Serving Big Audiences to Drive Significant Revenue:** Heading consumer product at YP reaching an audience of 70M monthly users, driving over \$700M in annual revenue
- **Looking at Location to Predict Behavior:** Building the data and analytics team at Telenav, focusing on location data and predictive analytics
- **Leading Business Models:** Creating a patented business model at Experian that drove from pre-revenue to \$11M annualized run rate

“Shopkick’s launch into both Grocery and Mobile Shopping this year demonstrate the company’s commitment to pleasing both consumers and partners with exciting new offerings,” said Chandran. “I can’t wait to jump in and help further define the future of rewards for all our stakeholders.”

In addition to senior product management roles at Telenav, YP, and Experian Interactive, Chandran has led product teams for Yahoo! and Technorati Media. Prior to those roles, he co-founded CricInfo (acquired by ESPN) and was an early employee of Infonox (acquired by Total Systems). He holds a BS & MS in Computer Science, and a BA in Economics from Stanford.

### **About Shopkick, Inc.**

Shopkick is the leading shopping rewards app, bringing moments of joy to everyday shopping. For brands and retailers, we provide high consumer engagement along the entire path to purchase. Our unique pay for performance model has been proven to deliver high ROI, driving incremental foot traffic, visits to shelf, and sales. Some of our leading brand and retail partners include Best Buy, Clorox, Coty, GSK, Georgia Pacific, Marshalls, Nestle, Purina, TJ Maxx and Unilever, among others. Shopkick is available for free on the iPhone from the [App Store](#) and for Android from [Google Play](#).

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