


Exhibit I

Dmitry Shevelenko biography. LinkedIn Profile, accessed Apr. 28, 2016.



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Dmitry Shevelenko
Business - Uber Developer Platform
San Francisco Bay Area | Internet
Current: Uber, Zuum
Previous: LinkedIn, Pulse News (acquired by LinkedIn), Facebook
Education: Columbia University in the City of New York
Connect Send Dmitry InMail
500+ connections

https://www.linkedin.com/in/dmitryshevelenko

Contact Info

Posts

Published by Dmitry

**Everyone loves a Facebook controversy**

June 30, 2014

Background



Summary

Enabler of 1+1 = 5

Sit at the intersection of product, partnerships, and business creativity.

Specialties: Business Development, Product Management, Product Strategy, Go-to-Market, Monetization, Platforms, Developer Ecosystems, Mobile Consumer Internet, Native Advertising, Virtual Currencies, Subscription Economics, Strategic Sales, International Expansion, Team Building, Hustle



Experience

Business - Uber Developer Platform

Uber

August 2014 – Present (1 year 9 months)

Run global BD for the Uber Developer Platform and emerging verticals
Check out some of what has launched here: developer.uber.com/showcase

UBER

Ads You May Be Interested In

**First our Series A...**

and now MapD's officially cool!
Download Gartner's 2016 Cool Vendor report.

**Visual hacking is real**

Follow the Visual Privacy Advisory Council (VPAC) to learn more.

**MS in Internet Marketing**

Get a Master's in Internet Marketing, classes are online. Learn more now!

People Also Viewed

**Matt Wyndowe**

Head of Product Partnerships @ Uber

**Sara Ittelson**

Product Partnerships at Uber

**Zoran Martinovic**

Director, Product Partnerships at Uber

**David Richter**

VP, Strategic Initiatives, Uber

**Ed Baker**

Head of Growth at Uber

**Jeff Miller**

Director of Business Development &



People also viewed
Matt Wyndowe Head of Product Partnerships @ Uber

Advisor

Zuum

2014 – Present (2 years)

**Product Management**

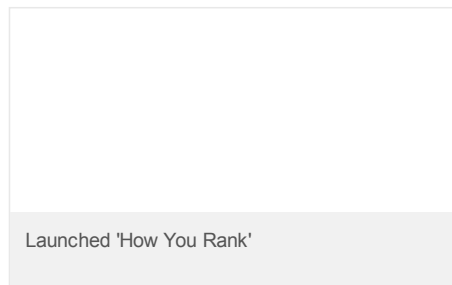
LinkedIn

April 2013 – August 2014 (1 year 5 months)

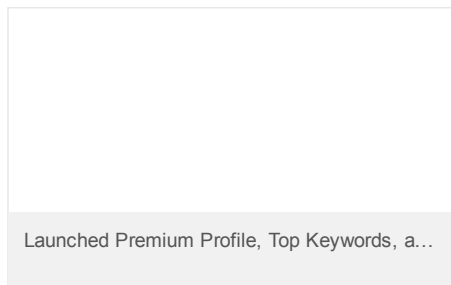


Conceived and built the How You Rank, Premium Profile, Custom Backgrounds, Top Keywords, Expanded Search Listing, and Premium Spotlight Subscription products with a rockstar team of engineers, data scientists, user researchers, and designers.

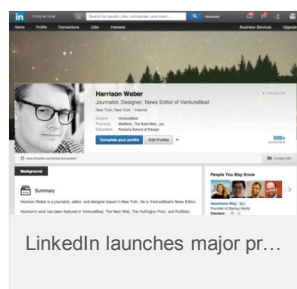
Led the company-wide effort to begin directly monetizing the consumer market via a lower-priced subscription (\$10/month).



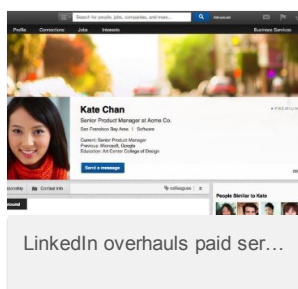
Launched 'How You Rank'



Launched Premium Profile, Top Keywords, a...



LinkedIn launches major pr...



LinkedIn overhauls paid ser...

VP Product, Head of Monetization

Pulse News (acquired by LinkedIn)

January 2012 – May 2013 (1 year 5 months) | San Francisco Bay Area



Pulse was acquired in April 2013 by LinkedIn for \$90MM and is now powering LinkedIn's content stack!

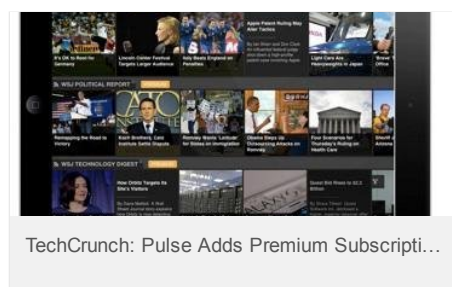
Led all product management, strategy, and operations for Pulse's monetization.

Branded Content Marketing Solutions:

Partnered with the world's top brands to build a native storytelling platform that empowers them to converse with their customers through high-quality content. Forbes called it a "holy grail" brand marketing solution that rivals Superbowl commercials in its effectiveness and focus on user engagement. Proud to have helped usher in a new era of mobile marketing that prioritizes user experience and value-based interactions with brands.

Premium Subscriptions with the Wall Street Journal:

Spearheaded all BD and product development for Pulse's Premium Subscriptions partnership with The Wall Street Journal. This unprecedented product partnership lets users buy Pulse-only versions of the WSJ for only \$.99/month, for the first time letting users purchase Journal content through a completely frictionless iTunes payments integration.



TechCrunch: Pulse Adds Premium Subscrip...



Forbes: Ads That Get More Love Than the S...



SVP Global Operations and Board Director at Uber Technologies Inc.

**Marco Mahrus**

Director, Partner Management

**Emil Michael**

SVP of Business at Uber

**Ari Friedland**

Head of Mobile Partnerships at Uber

How You're Connected

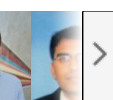
You



Dmitry Shevelenko

People Similar to Dmitry**Zoran Martinovic** 3rd

Director, Product Partnerships at Uber Connect

**Ads You May Be Interested In****Customer Service Success**

6 Tips To Make Customers Fall in Love with Your Self Service Community

**Are you an MSP?**

Learn more about how to deliver managed services for AWS, Azure and Google

**Sign Up for Google Apps**

Run your business on Google tools. Get email, storage & 24/7 support.



Shevelenko, Chung Discus...

Payments Partnerships & Mobile Payments

Facebook

2011 – 2012 (1 year) | Palo Alto, CA



Managed key strategic partnerships and business development with payment providers for the Facebook Platform:

- *Mobile Payments
- *Carrier Billing and Mobile Aggregators
- *International & Alternative Payments
- *In-App Offers
- *Virtual Currency Management

India Landing Team

Facebook

August 2010 – May 2011 (10 months)



Relocated to Hyderabad for a year to hire & build a global advertising operations team in Facebook's India office. 0 to 100 employees in 9 months.

Relationship Manager

Facebook

February 2009 – August 2010 (1 year 7 months)



Social Gaming:

Worked with Facebook's biggest advertisers to scale and optimize their performance marketing efforts. Managed the entire Zynga ads relationship as they grew to become Facebook's largest advertiser at the time. Helped industry leaders achieve record acquisition numbers and ROI.

Politics and November 2010:

Developed Facebook's political advertising go-to-market strategy for the November 2010 elections. Worked with agencies and campaigns and help them use Facebook Ads & Pages to drive awareness, persuasion, fundraising, and votes. Established a template for winning elections using advanced Facebook marketing.

User Analyst

Facebook

July 2008 – February 2009 (8 months)



New Product Development

Time Inc Home Entertainment

June 2007 – October 2007 (5 months)



Researched, evaluated, and negotiated with potential partners for Time Inc.'s publishing and retail distribution services. Managed production of SI Golf Calendar.

Associate Publisher

Inside New York

March 2006 – March 2007 (1 year 1 month)

Published and managed production of the 2007 edition of the largest NYC guidebook for students and young adults.



Patents

Punch Card Loyalty Program in a Social Networking System

United States 20130262212
Issued April 2, 2012

 Organizations

Matter Ventures
Mentor to startups
Starting 2013

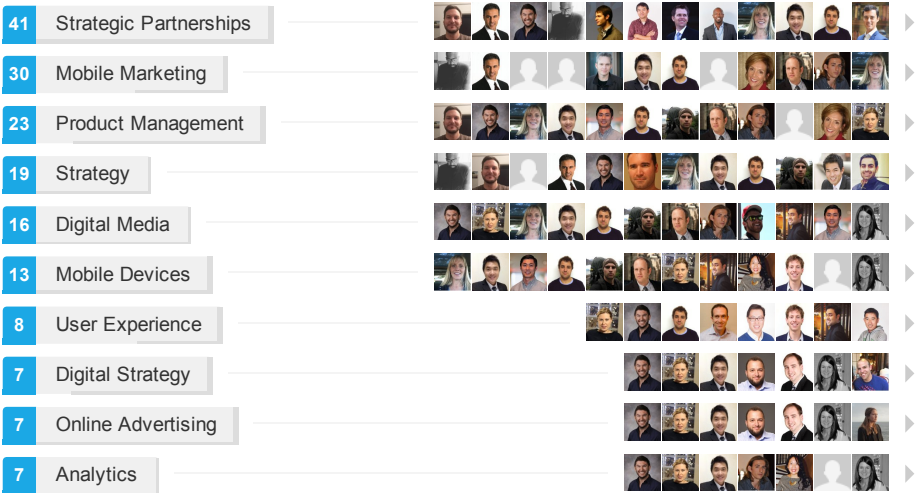
Matter is a start-up accelerator and early stage venture capital firm that supports and invests in media entrepreneurs building ventures that make society more informed, connected, and empowered.
www.matter.vc

 Languages

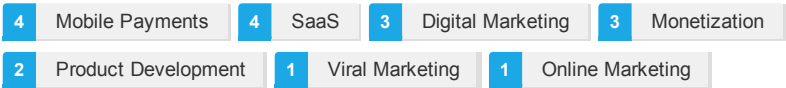
Russian **French**

 Skills

Top Skills



Dmitry also knows about...



 Education

Columbia University in the City of New York
BA, Anthropology, Political Science
Original anthropological research on social networking.
Ethnographic study of symbiotic relationship between public education and gentrification in Manhattanville.
Thesis on the executive leadership of the CIA



Volunteer Experience & Causes

Opportunities Dmitry is looking for:

- Joining a nonprofit board
- Skills-based volunteering (pro bono consulting)

Groups



The Future of Medical...

569 members

[+ Join](#)

MEX: User Experience

1,331 members

[+ Join](#)

The Accidental Produ...

21,759 members

[+ Join](#)

BASE (BAY AREA SO...

12,830 members

[+ Join](#)

McKinsey Quarterly

58,690 members

[+ Join](#)

Creative Product Man...

60,976 members

[+ Join](#)

Online Payments & e...

3,938 members

[+ Join](#)[See 3 more >](#)

Following

News



Editor's Picks

2,141,923 followers

[+ Follow](#)

Pulse

801,561 followers

[✓ Following](#)

Companies



Telefonica Innovation

Telecommunications

[+ Follow](#)

Uber

Internet

[+ Follow](#)

SmarterCookie

E-Learning

[+ Follow](#)

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Bloomberg LP

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Schools



Columbia University i...