

Rachana Kumar is a technology and product executive with deep expertise in AI/ML, hyper-growth scaling, and digital transformation. As CTO of Etsy (NASDAQ: ETSY), she led global teams of over 1,200 employees, oversaw \$1B+ in P&L, and helped scale the company from \$500 million to \$13 billion in gross merchandise sales, growing the buyer base from 20 million to 100 million customers over her decade-long tenure. She presented quarterly to Etsy's board of directors on technology strategy and AI developments, and reviewed cybersecurity and risk reports for the board's risk committee. She oversaw the enterprise cybersecurity function and CISO organization, ensuring compliance with SOX controls and data privacy regulations across 220 countries. Rachana also led executive compensation planning and succession for her senior leadership team.

At Etsy, she developed the company's AI strategy, scaling adoption of generative AI from 3 to over 30 Gen AI applications, embedding it in internal processes and the customer experience. She created an internal platform enabling engineers to integrate external LLMs without infrastructure complexity, and established Etsy's Responsible AI group to proactively address bias, transparency, and regulatory requirements. Under her leadership, Etsy achieved 99.95% system uptime while maintaining 100% renewable energy for operations. She directed global teams across AI researchers, engineering, security, data, cloud infrastructure, and IT, with a deep focus on inclusive leadership and people development.

Rachana has significant M&A experience, having led technology due diligence and post-merger integration for multiple acquisitions including Depop (fashion resale), DaWanda (European handmade marketplace), A Little Market (French marketplace), Canasta Rosa (Mexico), and Blackbird Technologies (ML platform). She understands how to evaluate technology assets, assess integration complexity, and drive post-merger value creation.

As VP of Engineering and Managing Director of Etsy Mexico, she launched and scaled the company's Mexico operations to 200 employees. During the COVID-19 surge, she scaled Etsy's infrastructure and customer experience to support 200% sales growth while maintaining platform stability, demonstrating crisis leadership under unprecedented demand. In earlier roles at Etsy, she drove scaling mobile from 10% to 60%+ of total sales and led product engineering through the company's hypergrowth phase.

Rachana is a globally sought-after thought leader who has spoken at Microsoft Build, Google Next, Lisbon Web Summit, and WSJ Tech Live on AI strategy, digital transformation, and responsible technology deployment. She is recognized among the Top 100 Leaders in Tech and the Top 50 Most Powerful Women in Tech.

Current Board & Advisory Roles:

- Advisory Board Member, Halo Branded Solutions (Almost \$1B in revenue)
- Strategic Advisor, Suno AI (AI music generation, over \$300M ARR)
- Board of Trustees, Liberty Science Center
- Tech Advisory Council, Lincoln Center for the Performing Arts

Education: Master of Public Administration, Columbia University and Bachelor of Engineering, RV College of Engineering (India)