
Avidan De Lara (MBA '05)

Marketing Manager / eBay Canada

Lives and works in: Toronto



BEST THING ABOUT MY JOB: The fast-moving and constantly-changing pace, and the opportunity to have a meaningful impact on the strategies we are implementing.

MY BIGGEST CHALLENGE: Planning the next big idea.

MOST IMPORTANT SKILLS FOR MY JOB: Data analysis, creative thinking and strategic planning.

PROUDEST MOMENT: When I uncovered a key trend about our customers that completely changed the direction of our strategy.

THE WORD THAT BEST DESCRIBES ME: Trustworthy.

HOW I RELAX: Enjoying the outdoors and reading a good book.

MOST IMPORTANT THING MY MBA TAUGHT ME: How to effectively organize and present data and recommendations.

WORDS OF WISDOM: Do it once, do it right.