

PayPal appoints Geoff Seeley as new CMO amid job cuts

 By [Karabo Ledwaba](#)

27 Feb 2024

On Monday, 26 February 2024, PayPal announced the appointment of Geoff Seeley as chief marketing officer (CMO). Seeley, with a career spanning over 25 years in global brand, digital, and performance marketing, joins PayPal from CashApp and Afterpay, where he served as the global CMO and communications officer.



Geoff Seeley is the CMO for PayPal. Source: PayPal.

Prior to his tenure at PayPal, Seeley held roles at organisations such as Airbnb and Unilever. At Airbnb, he spearheaded various initiatives within the Homes business, encompassing regional brand marketing, product marketing, global media, brand partnerships, marketing analytics, and research.

Global team

In his new role, Seeley will be tasked with managing the global marketing team across PayPal's suite of brands, including the popular peer-to-peer payment platform Venmo.

This appointment comes after PayPal's [announcement](#) of plans to cut another 2,500 jobs, representing 9% of its global workforce. According to reports, chief executive officer Alex Chriss informed staff that the decision was made to "right-size" the company by the reduction and elimination of open roles. PayPal faces increasing competition from rivals like Apple, Zelle, and Block.



PayPal's 4 tips to enhance buyer experience on payment platforms

10 Aug 2023



According to the company, Seeley's primary focus will be on ensuring that the value propositions of PayPal and Venmo are not only clear and compelling but also simple for customers to understand. Additionally, he aims to infuse new vitality into the PayPal and Venmo brands by capitalising on the company's innovative heritage and robust product portfolio, while further enhancing customer trust.

Rich background

"Geoff has a rich and impressive background leading marketing teams and building brands across some of the biggest global companies," said Diego Scotti, EVP and GM of Consumer Group and Global Marketing & Communications at PayPal. "Geoff brings over 25 years of expertise in transforming global consumer and B2B brands by leveraging cutting-edge digital and performance marketing and building strong teams focused on enhancing brand awareness and engagement with customers."

ABOUT KARABO LEDWABA

Karabo Ledwaba is a Marketing and Media Editor at Bizcommunity and award-winning journalist. Before joining the publication she worked at Sowetan as a content producer and reporter. She was also responsible for the leadership page at SIVag, Sowetan's lifestyle magazine. Contact her at karabo@bizcommunity.com

- ARB orders Nutriwomen to change Dermacare packaging - 27 May 2024
- ARB rules in favour of Woolworths in rBST-free milk ad dispute - 20 May 2024
- Netflix reaches 40m users for ad supported plan - 16 May 2024
- Bumble apologises for celibacy ad - 14 May 2024
- #AfricaMonth: Dumisani Moyo, marketing director at SAP, envisions innovation in Africa - 10 May 2024

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>