

Arjun Dev Arora

President of ReTargeter

arjun.arora@gmail.com

Summary

Arjun is the President of ReTargeter. The company is focused on providing site based retargeting solutions for SMBs. The company helps companies optimize their ad spend online and "wow" their customers via the web by showing a site's banner ads to its users after they leave the site. Check out www.ReTargeter.com today to witness the power of the solution for yourself.

Arjun was recently the head of business development for Yahoo! Real Estate. His duties in that position included creating and managing partnerships, driving sales, marketing to both consumers and businesses and strategic & financial planning for Yahoo! Real Estate. He was instrumental in leading the new "open-platform" strategic shift for Yahoo! Real Estate in 2008.

Arjun has advised on M&A deals and IPOs for various technology companies during his tenure at the international investment bank Jefferies Broadview.

Arjun advises various start-up companies in the Silicon Valley with strategic planning, monetization and funding.

Arjun graduated from UC Berkeley with degrees in Electrical Engineering, Computer Science and Entrepreneurship & Technology.

Specialties

Internet, Advertising, Real Estate, Contract Negotiation, Deal Structuring, Finance, Business Development, Marketing, Conversion Optimization, Retargeting

Experience

President at ReTargeter

April 2009 - Present (3 months)

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Non-Employee Co-Founder at Weatherista

2008 - Present (1 year)

In stealth mode...

Business Development & Strategy for Yahoo! Real Estate at Yahoo!

2007 - 2009 (2 years)

Head of Business Development and Business Strategy for Yahoo! Real Estate. Responsibilities included strategic planning, revenue and sales forecasting, and new product and contract renewal negotiations.

3 recommendations available upon request

Investment Banker at Jefferies Broadview

2006 - 2007 (1 year)

Semiconductor Group

Deals:

- 1) Mellanox IPO
- 2) FCI sale to Silicon Motion
- 3) MIPS purchase of Chipidea
- 4) MIPS revolving credit facility

Intern at Deloitte Consulting

2005 - 2005

Oracle Implementation for Trimble Navigation

Intern at Intuit

2004 - 2004

Software Development & QA for Quickbooks

Education

University of California, Berkeley

BSc, Electrical Engineering and Computer Science / Entrepreneurship & Technology, 2002 - 2005

Activities and Societies: Alpha Epsilon Zeta, Berkeley Consulting

University High School (Irvine)

Honors and Awards

1st Place - 2005 Haas School of Business &/ Goldman Sachs Investment Banking Case Competition

Interests

new technology, leadership, philosophy, swimming, music, mentoring, business models, life

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3 people have recommended Arjun Dev

"Arjun is an exceptional business development manager, definitely one of the best BD people I have worked with at Yahoo!. He is very talented at building complex financial/analytical models, but he also has a solid command of softer business skills which combine to make him very effective in his job. What truly sets Arjun apart from other BD people is his creativity - I am routinely impressed by his 'outside the box' ideas relating to our website, deal terms with outside partners, or the online space. Arjun is the type of person you want on your team, and you hope isn't on your competition's team. I can't recommend Arjun highly enough!"

— **Brian Rothenberg**, *Product Manager, Yahoo! Inc.*, worked directly with Arjun Dev at Yahoo!

"Arjun is highly intelligent and a pleasure to work with. He has made for a successful partnership between Informa Research Services and Yahoo Real Estate!"

— **Michael Adler**, *President, Informa Research Services, Inc.*, was with another company when working with Arjun Dev at Yahoo!

"Arjun is an amazing BD manager for the following 3 reasons: 1 Quantitative and Analytical - From his time at Jeffries Arjun developed an amazing quantitative and analytical skillset. His ability to thoroughly analyze deals and business relationships has been an invaluable asset in making the real estate group as successful as it has been. His due diligence on recent business deals has helped improve monetization in some of our revenue channels by at least 150%-200%. 2 Tough negotiator - Arjun is great at negotiating business deals with partners. He stands firm on issues that are important to the business and yields when it is in the best interest of both parties. 3 Creative - Even though one might assume that Arjun lives in numbers and spreadsheets he is also an extremely creative person. He has come up with simple yet effective ways of improving the monetization of some of the most important revenue channels in real estate."

— **Peter Chiu**, *Product Manager, Yahoo!*, worked directly with Arjun Dev at Yahoo!

[Contact Arjun Dev on LinkedIn](#)