

Representative Vell Placement



MERCEDES DE LUCA MEMBER OF THE BOARD OF DIRECTORS

“Mercedes De Luca is an Internet ecommerce technology thought leader experienced in creating digital experiences that delight customers in public corporations and startups. She excels at bringing the startup innovation mindset to large corporate environments. She has held roles as CEO, CIO, COO, CTO and GM. Most recently, she served as chief operating officer for Basecamp, a SaaS workplace collaboration platform.

She brings digital innovation to both startups and large companies including private and publicly held companies. She’s an innovator in eCommerce using her technology leadership skills and operational business leadership skills to grow businesses. She has successfully brought digital innovation from small to large companies, using her mindset to transform larger, even matrixed organizations.

De Luca was Vice President and GM for Sears Holdings Corporation’s ecommerce business. There she devised a strategy to double the business within three years. After creating the plan and presenting it to Sears’ external public board, De Luca recruited and led the team that executed the plan, which resulted in revenue growth from \$250MM to \$500MM within three years. Before that she was CEO and chief technology officer of venture-backed MyShape, which was at the forefront of using machine learning and big data analytics to personalize the online shopping experience. De Luca led the software product development team at MyShape, creating and implementing Ask A Friend, Shop Together, Style Rater and other innovative social shopping experiences.

De Luca joined MyShape from Yahoo!, where she established the company’s first global information technology team and was Yahoo’s first female vice president in its technology organization. De Luca led Yahoo’s global information technology team of more than 400 professionals in more than 20 countries, reduced expenses and achieved a 95% satisfaction rating from Yahoo’s 15,000 employees.

A graduate of Columbia University School of Engineering and Applied Science, De Luca majored in computer science, earning her Bachelor of Science in electrical engineering, and started her career as a software specialist. She earned her MBA from Santa Clara University and holds a California teaching credential in computer science and related technologies. De Luca has two sons and lives in California with her husband.

About INETCO Systems Limited

INETCO® Svstems Limited provides real-time transaction monitoring, customer experience analytcs and data forwarding solutions for a variety of payments, self-service and omni-channel banking environments built within physical, hosted, virtual and cloud-based environments.