

# MBA *Fortune 500* Executive Insight Speaker Series

**Dr. Salvatore (Salvo)**

**Giammarresi**

**Head of Content & Globalization  
PayPal**

**Monday, Nov. 7, 2016**

**Greenspun Hall**

**5:30 p.m. MBA Mixer | 7 p.m. Presentation**



With more than two decades of experience as a globalization executive, Salvatore “Salvo” Giammarresi is currently Head of Content & Globalization at **PayPal**.

In 2012, Giammarresi was recruited to Paypal to overhaul worldwide globalization and localization, steering change management, and integrating globalization into the DNA of the company across all functions. In 2013-2014, Giammarresi led PayPal’s Customer Engineering Program Management Office where he managed a budget in excess of \$60 million and a team of more than 200 people. In that role he helped drive international revenue while balancing customer, operational and business needs.

Giammarresi’s contributions evangelized a global vision across the entire enterprise and influenced C-level staff setting a corporate strategic focus on global expansion with ambitious benchmarks. As a result, PayPal shipped 58 globalized products in 2013, 157 in 2014 and 420 in 2015. During his first six months, he reduced globalization bugs by 85 percent and established a continuous delivery model supporting the various Agile rhythms of each team. He initiated, planned, and executed company-first, right-to-left language support and product rollout in Arabic and Korean languages, which reached 350 million new

customers in their native languages, for a total of more than 25 languages and 200 supported countries.

Prior to Paypal, Giammarresi served as Senior Director of Localization Engineering at Yahoo where he was responsible for more than 30 employees in localization program management, localization quality engineering, and localization vendor management. He set new vision, strategy, and processes transforming localization into a strategic growth engine for Yahoo. By centralizing localization resources, functions and budgets, Giammesesi reduced the number of vendors from more than 100 to six; per-translated word cost by 48 percent; project management fees by 55 percent; and localization engineering costs by 56 percent. In addition, he oversaw the largest localization effort in Yahoo’s history by localizing Yahoo Mail into 46 languages and into 74 markets, which included a company-first rollout in 19 Arabic countries and six Indian languages.

From 2002 to 2008 Giammarresi served as a visiting professor at the University of Palermo (Italy) from where he holds a Ph.D. in Applied Linguistics.

Giammaresi also sits on the board of directors for Mosaicoon and Translators Without Borders and acts as an advisor to Luiss EnLabs, Filo, LexiQA, WineOWine, and Suggestic.



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