

## **Pedro G. Magalhaes**

Head of Trust and Safety at Eventbrite

### **Who am I?**

I'm an enthusiastic leader and I enjoy every day of working with talented people in the digital market. I've been busy building world-class teams and supporting the growth of businesses by working alongside partners in Product, Operations, Finance, Legal and Engineering. I am privileged and grateful for having an active role in shaping products that change the lives of many people and create economic opportunities worldwide. Relationships matter to me, especially in a fast-paced environment where communication and collaboration will determine the success of programs. I'm delighted to have built solid relationships across the industry and look forward to continuing doing so.

### **What do I do?**

Head of trust and Safety at Eventbrite

San Francisco, CA. 2019 - present.

- Build a Trust and Safety team that delivers towards the expectations and needs of a growing platform in a competitive marketplace
- Define and execute strategies aligned with the business-wide goals
- Establish policies and processes to operate at scale and deliver excellent results towards the department KPIs
- Manage projects alongside a team of experts and other cross-functional partners to ensure a successful execution of the department strategies.
- Coach, mentor, and establish defined career paths to further grow the team at Eventbrite.
- Complete annual reviews for direct reports and provide feedback as needed.
- Delegate and prioritize effectively to ensure the team is focused on high-impact needs and allocating time appropriately between project and core work. Set clear targets and objectives, and establish KPIs for each area of responsibility.
- Communicate metrics, trends, and results from projects to key stakeholders in the organization on a regular basis.
- Lead the postmortem process when incidents occur, and communicate the findings to business leaders and key stakeholders. Investigate escalated incidents of abuse.
- Perform data analysis and research to understand trends and patterns of abuse on the platform.
- Issue recommendations to improve performance through automation, tooling, process, or policy changes.
- Identify opportunities to change the product or our internal policies or process to improve user trust, or provide a better user experience.
- Collaborate with analysts, operations specialists, data scientists and engineering to build on existing, as well as create new, prevention and detection mechanisms.
- Engage and maintain effective relationships with cross-functional partners, stakeholders, and external vendors.
- Maintain strong domain knowledge of trust & safety, abuse, and fraud including new techniques and technologies available to mitigate platform abuse.

### **And before that?**

Manager of Safety Operations at LinkedIn

Omaha, NE (US). 2015 – 2019.

- Manage local & remote cyber-security specialists teams based on job roles and individual OKRs, ensuring that the team complies with the set KPI's, business standards and regulatory framework for privacy & data handling.
- Manage senior specialists and team leads that supervise operational performance
- Review results and provide feedback & coaching to ensure high levels of efficiency and quality standards
- Complete quarterly and annual reviews for direct reports and provide feedback as needed.
- Plan, design and implement overarching strategies for the department

- Lead cross-functional collaboration with main stakeholders
- Handle high-level cyber-threat scenarios, conducting investigations and deciding on actions to follow
- Analyze data to obtain insights for subsequent automation designing, product and/or process enhancement.
- Communicate effectively and concisely with stakeholders globally, including remote reports, peers and customers.
- Drive innovation by encouraging dialogue, constructive criticism and data-driven thought process.
- Promote a culture of integrity based on LinkedIn's values set of value and cultural pillars

#### Manager of Trust and Safety at LinkedIn

Dublin, Ireland 2013 - 2015

- Design, support and enable a Trust and Safety team in EMEA based on job roles and individual OKRs, ensuring that the team complies with the set KPI's, business standards and regulatory framework for privacy & data handling.
- Review results and provide constructive feedback & coaching to the team, ensuring a high level of efficiency, quality standards and personal development.
- Complete quarterly and annual reviews for all direct reports and provide feedback as needed.
- Maintain cross-functional collaboration across the business
- Handle cyber-threat escalations, conduct investigations and decide on actions to follow
- Participate in high-level management meetings where strategies are set, results are measured and feedback is shared with multiple levels of leadership.
- Analyze data to obtain insights for subsequent automation designing, product and/or process enhancement.
- Communicate effectively and concisely with stakeholders globally, including remote reports, peers and customers.

#### Previous Experience

- Senior Risk Operations specialist at linkedIn - Dublin, Ireland 2012 - 2013
- Case manager in BSU at Citibank, international, plc. - Dublin, Ireland 2011 – 2012
- Senior fraud analyst at Full Tilt Poker - Dublin, Ireland 2009 – 2011
- Sales & service specialist at Barclays Bank PLC . - Dublin, Ireland 2008 – 2009

#### Education

- Law Degree at Universidade Moderna de Lisboa (Modern University of Lisbon) - Incomplete
- B.A. Honors Degree in Business Management with Project Management at Dublin Business School

#### Certifications in:

- Coding (Python, SQL, HTML)
- Team management, mentoring, coaching and setting others to success
- Regulatory and Privacy US and EU (Ex: GDPR, Infosec).
- Project Management
- Cybersecurity

#### Languages

Portuguese – native speaker

English - proficient

Italian – fluent

Spanish – non-fluent (can read & and keep social conversation)