

SHAMS AYYUB, Vice President of Operations, [EMERGE Commerce Inc.](#)

Emerge Commerce Inc. acquires and operates consumer marketplaces. Emerge has 5 brands across 3 countries globally with over 4 million subscribers. Shams manage the operations and technology teams as the Vice-President of Operations at Emerge Commerce Inc.

Shams studied Chemical Engineering at University of Toronto and graduated in summer 2011. He joined the company as a Business Analyst in 2012 when the team was very small. He was fortunate enough to work with very smart people and steep learning curves. He was given a lot of responsibility from the start so he enjoyed working long hours to build a solid foundation on which we stand today.

As the team grew larger, he transitioned into managerial position overseeing multiple facets of the business including the products division and the analytics team. They had to face competition from giants like Groupon and Living Social who were the market leaders at the time so they had to constantly evolve to stay competitive.

Over the last 6 years, they have experienced exponential growth organically and through partnerships & acquisitions. They have plans to continue the aggressive growth and become a leader in all things saving.