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TaskRabbit Names Former Expedia Head CEO; Founder Shifts To Chief Product Officer

Appointment solidifies Service Networking pioneer's position as a leader in Collaborative Consumption movement

San Francisco, Calif. – October 12, 2011 – [TaskRabbit](#), the nation's first service networking platform that safely and reliably connects neighbors to get things done, announced today that Eric Grosse has been appointed CEO and a member of the company's board of directors. TaskRabbit's founder and former CEO, Leah Busque, remains on the board and will transition to chief product officer, overseeing the strategy and evolution of the TaskRabbit platform and marketplace.

"I couldn't be happier that Eric is joining our team as CEO," Busque said. As an engineer, I'm passionate about the technology of the TaskRabbit platform and the future of the product. TaskRabbit continues to gain significant momentum, and as the organization grows, it's essential that the product has a full-time steward and thought leader. But equally important is a leader who can help take the company to the next level. Eric's operational experience in consumer Internet services and his leadership skills make him the perfect complement to our team. Having such a high caliber and notable CEO join us validates TaskRabbit's significant potential and the importance of the Collaborative Consumption movement in general."

Grosse brings more than 15 years of consumer e-commerce experience to TaskRabbit, with past positions ranging from entrepreneur to investor. In the late nineties, Grosse worked in Internet research at DMG Technology Group, where he helped lead [Amazon's](#) IPO. He then shifted his focus to entrepreneurial ventures, which led him to co-found [Hotwire](#). Here, he was instrumental in the company's acquisition by IAC/Expedia. Grosse served as president of The Hotwire Group before becoming [Expedia](#) Worldwide's first president in 2008, a position he held until late 2010. He holds degrees from [Williams College](#) and [Harvard Business School](#).

"The opportunity to join TaskRabbit and the extraordinary team Leah has built is thrilling," Grosse said. "Leah's passion for product is admirable and her focus on strategy and vision is perfectly aligned with mine. Completed Tasks have more than tripled since we finalized our Series A financing earlier this year, and we are now attracting nearly \$4 million of economic activity every month. It is more

evident than ever that TaskRabbit has the potential to be an important component of consumer e-commerce over the next decade and beyond. I look forward to working alongside Leah and leveraging my experience to realize our potential.”

Built on the notion of “neighbors helping neighbors,” TaskRabbit is a service network for people who don’t have the time, resources, or particular skills needed to get things done. TaskRabbit is currently serving Boston, Chicago, Los Angeles, New York City, Orange County, and San Francisco.

About TaskRabbit

TaskRabbit, the nation’s first service networking platform, is pioneering the way people get things done. TaskRabbit leverages the latest technology and the social networking movement to bring neighbors together to live smarter and more efficiently. A two-way marketplace, TaskRabbit connects ‘TaskPosters,’ people who need help, with ‘TaskRabbits,’ a network of pre-approved and background-checked individuals, who have the time and skills needed to complete the job. Based in San Francisco, Calif., TaskRabbit is backed by notable investors, including Baseline Ventures, First Round Capital, FLOODGATE Fund, Collaborative Fund and Shasta Ventures. For more information, visit <http://www.Taskrabbit.com> or follow TaskRabbit on [Twitter](#) and [Facebook](#).