



Nina de Souza, CPO of TBAuctions. (© TBAuctions).

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## **TBAuctions Appoints Deliveroo Executive: Nina de Souza becomes the new Chief Product Officer**

TBAuctions, a B2B multi-brand online auction platform in Europe, appointed Nina de Souza as its new Chief Product Officer. The American-born executive starts this week in Amsterdam and brings years of product innovation experience at Deliveroo and Hotels.com. As Director of Product at Deliveroo, she was responsible for optimizing the platform's Consumer app. With De Souza's arrival, TBAuctions aims to continue strengthening its position as a leading digital platform in Europe.

By appointing De Souza, TBAuctions brings in an experienced Chief Product Officer with a proven track record. Starting this week, she will be responsible for improving user experience, increasing operational efficiency, and accelerating product innovations supporting the company's growth. These product innovations will be driven by user experience feedback, which is continuously collected and processed.

### **From 300 million to 2 billion dollar**

For TBAuctions, gathering feedback is essential to achieving exponential growth, ensuring that every subsequent customer journey is better than the previous one. De Souza has seen firsthand how this benefits platforms during her time at Deliveroo. Through product innovations that increased the return of existing customers to the platform, she helped Deliveroo grow its revenue from \$300 million to \$2 billion during her tenure. De Souza also played a part in launching Deliveroo in new markets such as Qatar.

De Souza: “The online auctioning of used industrial goods has enormous growth potential. While re-using and extending the life of goods is already common among consumers on platforms like eBay and Vinted, it’s also becoming increasingly popular among business owners. By developing a better understanding of their needs, we can improve our customer experience and grow into the most prominent and visible digital auction platform in Europe.”

Tom Christensen, CEO of TBAuctions: “We are thrilled to have Nina join our company. Her passionate approach and extensive experience in digital product development make her an excellent fit for our team. We are confident that she will play a crucial role in expanding our product portfolio and enhancing the customer experience across our digital auction platforms.”

### **About TBAuctions**

TBAuctions is a leading multi-brand (Troostwijk Auctions, Klaravik, Surplex, Auksjonen, PS Auction, British Medical Auctions, Vavato, and Auktionshuset dab), digital auction platform for B2B used goods in Europe with over 1,200 team members across the Nordics, Benelux, UK, and Continental Europe. We believe that “Everything Has Value” and we make auctioning more effective and efficient by using technology, automation, and economies of scale. TBAuctions’ online intelligent auctions make this happen through a

proprietary platform that uniquely connects bidders from multiple storefronts to seamlessly engage with a single, unified auction. TBA brings sustainable trade to a higher level. Sourcing locally and selling globally, millions of products are auctioned every year. Funds managed by Castik Capital are the majority owners of TBAuctions, with Summa Equity as the minority shareholder.

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## About Surplex

Surplex has been one of Europe's leading industrial auction houses for 25 years and trades worldwide in used machines and factory equipment. The 18-language auction platform [Surplex.com](https://www.surplex.com) has over 125,000 registered customers. The company is based in Düsseldorf and has offices in many European countries, including Spain, Italy, and CEE. More than 200 provide a full service in 20 languages.

Surplex became part of [TBAuctions](https://www.tbauctions.com) in August 2024, Europe's leading multi-brand (Troostwijk Auctions, Klaravik, Auksjonen, PS Auction, British Medical Auctions, Vavato, and Auktionshuset dab), digital auction platform for B2B used goods. The TBAuctions group reach nearly 245 million annual site visits, sell over 2.1 million assets, receiving bids from 700k bidders in 175 countries, generating hammersales of more than €1.5 billion, and employing nearly 1,200 team members.

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