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Carousell is a mobile classifieds app that allows people to sell and buy new or pre-loved items online. He joined the Singapore-based startup in 2016 to help with international expansion, business strategy, sales and marketing.

Before joining Carousell, JJ was the SE-Asia Managing Director for Airbnb. JJ joined as the first Airbnb employee in Southeast Asia and helped chart Airbnb's rapid growth in Asia. Prior to Airbnb, JJ was a junior partner at McKinsey & Company.



A view of evolution in the classifieds space

1.0 Print	2.0 Online	3.0 Mobile	4.0 AI / Smart Convenience
<i>Baseline feature set</i>	<ul style="list-style-type: none"> • Search/Discovery • Time to post • Time posted 	<ul style="list-style-type: none"> • Audience • Easy input (camera) • Local (gps) • Response time (chat) 	<ul style="list-style-type: none"> • AI-first • Convenience • Community
	 	    <p>Current-gen Classified products. Limited differentiation. Regional play.</p>	 <p>Next-gen Classifieds product, Competitive globally.</p>

User needs tend to remain constant :

“I want to conveniently sell unused items I have to a trusted party”

