



## Elena Krasnoperova

CEO and Founder of Calroo, an innovative productivity app for busy families

San Francisco Bay Area


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 Calroo

 Stanford University

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 500+ connections

I am passionate about helping parents be better and happier parents. That's why we created Calroo, a mobile app that helps busy parents coordinate their family schedules and logistics with each other (things like who's picking up which kid when, and what we need from the grocery store). We recently...

Calroo Family Organizer |  
Calendar, To-Do List and 

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### Experience



#### Founder and CEO

Calroo

Sep 2015 – Present • 2 yrs 9 mos

San Francisco Bay Area

Calroo is a mobile app specifically designed for busy families. It combines a shared family calendar, to-do list, and messaging in one easy-to-use app. It makes asking a spouse or family member for help as easy as a simple swipe. Download the app at <https://www.calroo.com>



#### Founder

SimplyCircle

Apr 2014 – Present • 4 yrs 2 mos

San Francisco Bay Area

SimplyCircle is an online parent communication platform for schools, classrooms, PTAs, scout troops and other parent communities. It's private, secure, and so easy to use that you can set it up in 5 minutes. Learn how SimplyCircle can help you improve family engagement at your school at [www.simplycircle.com](http://www.simplycircle.com)

Media (1)

Increasing Family Engagement at Your School with  
SimplyCircle



### Limited Partner

#### 500 Startups

Aug 2011 – Present • 6 yrs 10 mos

I'm a limited partner / investor in 500 Startups (<http://500.co>), a global seed fund and tech startup accelerator that has invested in hundreds of companies all over the world including Twilio, SendGrid, MakerBot (acq by Stratasys in 2013 for \$400M), Credit Karma, and Wildfire Interactive (acq by Google in 2012 for \$350M).

### Executive Staff Member and VP of Business Operations



#### oDesk

Oct 2012 – Dec 2013 • 1 yr 3 mos

Redwood City

oDesk is the world's largest online workplace, enabling businesses and freelancers to work together on-demand, via the Internet. Work is no longer a place because oDesk is freeing people to work together regardless of where they happen to be -- empowering them to grow their businesses and their careers.

At oDesk, I was responsible for Business Operations, which included:

- Trust and Safety
- Customer Support
- Strategic Account Management
- Value-Added Services
- Sales and Sales Operations
- Business Development



### Sr. Director, Business Operations, Global Product

#### PayPal

Aug 2012 – Oct 2012 • 3 mos

- Responsible for driving decisions about prioritization and resource allocations for the entire portfolio of PayPal's products, globally
- Managed Analytics and Reporting for all of PayPal's products, ensuring data-driven decision-making and rigorous KPI assessment
- Responsible for PayPal Here Operations, including managing hardware and supply chain management vendors, and retail distribution partners
- Drove to Product Policy decisions that meet customer needs, deliver on PayPal's "safe and secure" brand promise, and meet internal and external control requirements
- Lead go-to-market and operational readiness activities for PayPal's new products, both online and offline

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## Education



### Stanford University


#### Ph.D., Psychology


1994 – 1998

Honed and leveraged experimental design, analytics and statistical skills to contribute to Stanford's research and teaching efforts

- Designed and conducted original experimental studies on cognitive functioning and interpersonal interactions
- Analyzed data using multivariate statistical techniques and published findings in peer-reviewed journals and books

- Trained, supervised and managed teams of 8-10 volunteer research assistants
- Designed course curriculum and taught undergraduate-level courses in Research Methods, Psychology, and Statistics

 **Wellesley College**  
 BA, Psychology  
 1990 – 1994

 **Moscow State University**  
 Linguistics  
 1988 – 1990

### Skills & Endorsements

#### Strategy · 99+

Endorsed by **Stephane Kasriel and 58 others** who are highly skilled at this

Endorsed by **4 of Elena's colleagues at oDesk**

#### Analytics · 99+

Endorsed by **Min Shao and 49 others** who are highly skilled at this

Endorsed by **6 of Elena's colleagues at oDesk**

#### E-commerce · 99+


Endorsed by **John Herr and 40 others** who are highly skilled at this

Endorsed by **3 of Elena's colleagues at oDesk**

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### Recommendations

[Received \(28\)](#)   [Given \(15\)](#)

 **Stephanie Gabaix**  
 Director of Customer Identity Operations at Upwork, Inc.  
 January 31, 2014, Stephanie reported directly to Elena

I've first worked with Elena at Zong, and then decided to join her team at PayPal and at oDesk. Elena is an awesome leader. She moves fast, is always consumer-centric and relies on data as much as possible. She makes sure everyone in her team understands the priorities and is empowered to achieve their goals. I'd highly recommend working in her team!

 **Eran Arbel**  
 Co-founder & CEO of Breakaway  
 November 4, 2012, Elena worked with Eran in the same group

Elena is a truly effective leader that get things done with grace and integrity. Elena continuously delivered thought leadership both on strategic and tactical topics and was greatly appreciated as a leader and as a person by people around her. I'd LOVE to work with her again in any setting.


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### Accomplishments


**3 Languages**  
 French • German • Russian



### Interests

 **M2Moms - The Marketing To Mo...**  
4,317 members

 **Marketing To Wellesley Moms College Confer**  
30,117 followers

 **Marketing to Women Network**  
22,826 members

 **Social Entrepreneurs' Hub**  
3,565 members

 **Stanford University**  
383,246 followers

 **SimplyCircle**  
48 followers

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