

Application: 4729

Eli Finkelshteyn, Co-founder and CEO, Constructor

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> Constructor
<b>Additional Contacts</b> I do not wish to list additional contacts
<b>Page: Entry Information</b>
<b>Entry Title</b> Eli Finkelshteyn, Co-founder and CEO, Constructor
<b>Category</b> Q10d. Executive of the Year - Information Technology - E-Commerce
<b>Executive Nominee Submission Format</b> Written Answers
<b>a. Briefly describe the nominated executive's employer: the organization's history and past performance (up to 200 words). Required</b> Formerly a search engineer at ecommerce companies, Eli Finkelshteyn saw firsthand how even minor improvements to ecommerce search majorly impacted revenue. But while he was proud of his teams' accomplishments, he couldn't help feeling like they'd built a kayak... when Amazon already had a battleship.  So, he co-founded Constructor in 2015 to level the playing field: enabling other ecommerce businesses to deliver high-quality digital experiences. Constructor went to market in 2019.  Initially focused on search, Constructor now provides a platform for all ecommerce discovery: enabling buyers to easily find the best items for them. Retailers—including Sephora, Under Armour and Petco—use Constructor to personalize search results, browse experiences, product recommendations, product-finder quizzes and more. These businesses can simultaneously optimize experiences for metrics they care about most: prioritizing revenue, conversions, inventory-balancing, etc.  Constructor is unique in being commerce-specific (not general-purpose) and built with AI at its core—not bolted on after-the-fact, like many platforms.  Performance:  * Doubled revenue for third consecutive year * Raised \$85M+ in venture capital, recently tripling Constructor's 2021 valuation * ██████████ * Increased headcount 45% over past year * Powered 100B+ shopper interactions in the last six months—enabling brands to drive hundreds of millions of personalized experiences each day

**b. Outline the nominated executive's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required**

Eli drives excellence at Constructor, among the ecommerce companies Constructor serves, and in the ecommerce industry. Since 2022, Eli:

At Constructor:

- \* Secured \$25M Series B funding—an oversubscribed round that came when Constructor wasn't even fundraising! Constructor's valuation (now \$550M) has tripled since its 2021 Series A round.
- \* Led Constructor's expansion into EMEA. Constructor increased customer-facing headcount there by 133% this year.
- \* Is heavily involved in product development. Eli led development of Constructor's AI Shopping Assistant (conversational product discovery tool), Attribute Enrichment (automatically correcting bad product catalog data), and product-finder quizzes—addressing major ecommerce pain points.
- \* Led Constructor to double revenue last year.
- \* Fosters a motivating, inspiring and fun work environment. Constructor was named to Will Reed's Top 100, honoring founders and companies shaping workplace culture. [REDACTED]

[REDACTED FOR PUBLICATION]

With customers:

- \* Works closely/personally with customers who rely on his counsel [REDACTED]
- \* Is invested in helping these retailers grow. Recent results with Constructor: Sephora- \$40M revenue lift, Petco- 13% increase in search revenue, Princess Auto- 247% increase in revenue per visit and more.

Industry contributions:

- \* Spoke at leading ecommerce events (NRF, Shoptalk, B2B Online).
- \* Contributed articles to industry publications, participated in podcasts, spoke with retail/business media.
- \* Advisory board member of MACH Alliance (non-profit advocating for open technology ecosystems).

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other executives in your industry and/or to the nominee's past performance (up to 250 words). Required**

[REDACTED]

It's unusual for CEOs to be heavily involved in product development, but Eli's technical background, passion and leadership lend themselves well. He personally brings customer feedback, needs and pain points into product development—including in the AI Shopping Assistant (ASA) technology he recently pioneered. A first-of-its-kind development, ASA enables shoppers on ecommerce sites to search using complete sentences ("I'm going to a wedding in the Caribbean in August. What should I wear?") and get results that make sense contextually, are personalized to the shopper and reflect real-time inventory. Retailers keep shoppers on-site longer (not losing them to Amazon or Google).

[REDACTED FOR PUBLICATION]

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

The supporting materials showcase Eli's leadership and contributions—both to Constructor and ecommerce companies/the industry.

- \* Q&A and in-depth interviews (please see The Ecomm Manager, Retail Times and E-Commerce Times links, and E-Commerce Nation attachment). These discuss Eli's background, why he founded the company, how Constructor works, innovative projects Eli is working on, Constructor milestones, and milestones he's helped customers achieve.
- \* Contributed articles (Retail Today link, attachments in Progressive Grocer, Retail TouchPoints and The Current). These show Eli's thought-leadership and desire to contribute to important ecommerce discussions. In particular, as you'll see, he's passionate about educating companies on value-driven and ethical uses of AI.
- \* Additional interviews (links to Forbes 2024 predictions, Retail Today article—an interview on Eli's childhood, Hunters and Unicorns podcast, and PYMNTS interview) show he is a sought-after media source. These publications (and many others) came to him proactively for ecommerce commentary and insights.
- \* Customer-focused articles (Professional Jeweller and Retail Gazette attachments) highlight Eli and Constructor's successful work with ecommerce companies: solving problems for their businesses.
- \* Series B funding coverage (funding press release and Business Insider + Axios articles—all attached). These highlight Eli's driving role in Constructor's recent funding, which came when the company wasn't actively fundraising. Eli was approached by investors and asked to present.
- \* Additional company coverage (Talk Commerce link, momentum press release attached) quote Eli, demonstrate his vision and show how he's fostered success at Constructor.
- \* Product-focused coverage (One Amazing Thing link and PYMNTS attachment) show Eli's key role in product development, especially AI Shopping Assistant.

**Webpage Link**

<https://theecommanager.com/interviews/eli-finkelshteyn-ecommerce-trends/> (https://theecommanager.com/interviews/eli-finkelshteyn-ecommerce-trends/)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 2**

<https://retailtimes.co.uk/why-it-works-deconstructing-a-great-e-commerce-search-experience-with-constructor/> (https://retailtimes.co.uk/why-it-works-deconstructing-a-great-e-commerce-search-experience-with-constructor/)



**Supporting Document 2**

Download File ([https://stevies-tech.secure-platform.com/file/67675/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzY3NSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNm9jPjKq7wFbX9cEWaxih4NKx-YKMhyhM8hHK1CPM?Media%20coverage\\_Axios%20and%20Business%20Insider.pdf](https://stevies-tech.secure-platform.com/file/67675/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzY3NSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNm9jPjKq7wFbX9cEWaxih4NKx-YKMhyhM8hHK1CPM?Media%20coverage_Axios%20and%20Business%20Insider.pdf))

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 3**

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**Would you like to add an additional supporting document?**

Yes

**Supporting Document 4**

Download File ([https://stevies-tech.secure-platform.com/file/67677/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzY3NywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNm9yBylined%20article\\_Progressive%20Grocer.pdf](https://stevies-tech.secure-platform.com/file/67677/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjo2NzY3NywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNm9yBylined%20article_Progressive%20Grocer.pdf))

**Would you like to add an additional supporting document?**

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**Supporting Document 5**

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**Would you like to add an additional supporting document?**

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**Supporting Document 6**

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**Supporting Document 7**

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**Supporting Document 8**

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Yes

**Supporting Document 9**

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Yes

