

Biography of Tanner Hackett, CEO

Tanner founded Counterpart to help small businesses navigate the ever-changing insurance landscape with innovative tools, proactive services, and leading coverage. He has deep expertise in scaling large, data-centric businesses after co-founding two successful ventures including the Malaysian arm of Lazada, which quickly became the largest e-commerce company in Southeast Asia and was purchased by Alibaba for \$3.5bn in 2018. He subsequently co-founded Button, which has become the world's largest mobile-first affiliate platform, partnering with global brands like Amazon, Walmart, Booking.com, and Uber. In addition to his entrepreneurial endeavors, Tanner is active in mental health research, having started Openminded.org as a means of accelerating research, collaboration, education, and awareness for this critical societal issue. Tanner is a member of the Edmund Hillary Fellowship, a New Zealand Government sponsored community of global problem solvers focused on making a lasting positive impact on the world.