



bloomnet<sup>SM</sup>

- Advertisement -

**BloomNet names Jon Feldman as brand president**

---

July 30, 2024

Jon Feldman has been appointed to succeed Dinesh Popat as president of BloomNet. Popat has transitioned to the role of Special Advisor to BloomNet.

Feldman brings a wealth of experience and a proven track record of success throughout his impressive 22-year career. He has distinguished himself in significant leadership roles at several renowned companies, where he has been at the intersection of technology, commerce, logistics and media.

Perhaps most impressive, Feldman made significant contributions at Uber Technologies, where he held various leadership positions, culminating in his role as Head of Global Operations Strategy & Planning for Uber Delivery. His strategic vision and operational excellence were instrumental in scaling Uber Eats into a global leader in online food delivery.

After Uber, during his tenure at Gopuff / BevMo! (GoBrands Inc.) as vice president of operations, merchandising and partnerships, Feldman focused the business on local market strategy & growth, improved its delivery operations, and significantly enhanced product and service offerings. This role underscored his expertise in driving growth, optimizing operations and leading teams through rapid evolution and high growth stages.

Feldman holds an MBA from The Wharton School at the University of Pennsylvania, and a Bachelor of Commerce degree from McGill University.

[Print](#)