

# Max Levchin

Founder, Chairman of the Board of Directors and Chief Executive Officer, Affirm Holdings, Inc.



Max Levchin was elected as a Director of The Coca-Cola Company on October 16, 2025. He is the Founder, Chairman of the Board and Chief Executive Officer for Affirm Holdings, Inc. Affirm operates a next-generation payment network built on proprietary technology, advanced risk modeling, and a commitment to transparency and responsible finance. Its platform enables millions of consumers to access flexible, transaction-level priced credit.

Levchin is a longtime technologist and entrepreneur. In 1998, he co-founded Confinity, which evolved into PayPal, where he served as chief technology officer. He remained with PayPal until it was acquired by eBay in 2002.

He went on to launch several ventures, including Slide, a personal media-sharing service that was acquired by Google in 2010. He launched the innovation lab HVF, which led to the creation of Affirm in 2012. Affirm became a public company in 2021.

Levchin has served on the boards of various technology companies, including Yelp Inc. and Yahoo! Inc.

Levchin was born in Kyiv, Ukraine, and moved to the United States in 1991. He earned a bachelor's degree in computer science from the University of Illinois Urbana-Champaign.