

COMMERCE

Neiman Marcus Group CMO exits retail company

March 29, 2016



Image from Neiman Marcus 'The Art of Fashion' campaign

By STAFF REPORTS

Fashion retailer Neiman Marcus Group's chief marketing officer Wanda Gierhart is stepping down from her position.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

According to [Women's Wear Daily](#), the executive is leaving "to focus on other interests," with her exit planned for the near future. While Neiman Marcus has not named her replacement, Ms. Gierhart is intending to work with the retailer as it makes the transition.

Moving on

Ms. Gierhart was hired in 2009 to oversee all aspects of marketing and customer insights for Neiman Marcus stores, Neiman Marcus Direct and Bergdorf Goodman. This included consumer research, advertising and sales promotion.

Prior to Neiman Marcus, Ms. Gierhart worked at TravelSmith, Design Within Reach and Limited Stores.

At the time of her hire, president and CEO of Neiman Marcus stores and executive vice president of Neiman Marcus Group Karen Katz said, "It is Wanda's extensive experience in the retail industry in both marketing and leadership roles that makes her a perfect match for our needs. In addition to exploring new opportunities, we look forward to her contributions in further developing our brands and reinforcing our commitment to presenting our customers with exquisite merchandise and outstanding service."

She was instrumental in the retailer's omnichannel activities, which have included everything from the addition of a content-centric mobile application to personalized ecommerce shopping experiences.



Neiman Marcus' Snap, Find, Shop, app

During Ms. Gierhart's time at Neiman Marcus, the retailer began offering free standard shipping and returns for ecommerce purchases.

In addition to customer service platforms, Ms. Gierhart oversaw creative campaigns, such as Neiman Marcus' placement at South by Southwest.

At this year's festival, Neiman Marcus schooled fashion-forward females in the art of self expression.

Neiman Marcus and Refinery29 will host the School of Self Expression during South by Southwest in Austin, TX, with workshops and presentations going on throughout the festival. By having a presence at one of America's premiere destination events, Neiman Marcus hopes to endear itself to a younger group cultured and stylish women ([see story](#)).

Fashion retailer Neiman Marcus Group's total revenues decreased 2.3 percent in the second fiscal quarter of 2016 ending on Jan. 30.

The company's total revenues' decrease equates to a reported \$1.49 billion, down from \$1.52 billion from the year-ago period. Despite a drop in revenues, Neiman Marcus has been steadily increasing the retail footprint for its flagship brand, especially in the New York market, showing its growth potential ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.