

RETAIL

Yoox Net-A-Porter aids global expansion with HR hire

September 20, 2016



Image courtesy of Yoox

By STAFF REPORTS

Online retailer Yoox Net-A-Porter Group is taking another step in its five-year growth plan by appointing Deborah Lee its chief people officer.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 [Save \\$246 ▶](#)

When she begins her new position in January 2017, Ms. Lee will be tasked with driving Yoox Net-A-Porter's human resources activities, including its strategies for engaging talent. Since its merger last year, YNAP has made a number of strategic hires and appointments as it looks to innovate luxury retail.

Talent focus

Ms. Lee will work out of Yoox Net-A-Porter's headquarters in London. She will oversee and add to reporting teams in Milan, Bologna, Italy, New York, Hong Kong, Shanghai and Tokyo.

The executive comes to the retail company with 20 years of experience in HR roles at BT Group, including her most recent position as chief HR officer of tech firm BT Global Services, during which she boosted employee engagement.

While at BT Group, she helped orchestrate the combination of talent and the cultural mix during its acquisition of mobile network operator EE.



Image courtesy of Yoox Net-A-Porter

Ms. Lee will report to Yoox Net-A-Porter CEO Federico Marchetti.

"Building an outstanding leadership team has been at the top of my agenda since our group was born close to a year ago, and identifying the perfect candidate for this crucial role," Mr. Marchetti said.

"Deborah has a proven track record at the highest level in a successful tech-driven organization," he said. "This experience, coupled with her international background, will be invaluable: people are at the heart of this business and it is critical that we give them every opportunity to develop and grow for future success."

Yoox Net-A-Porter is working toward further harnessing the potential of the luxury ecommerce market through 2020.

The group has posted strong annual net revenue growths of 17 percent to 20 percent, at constant exchange rates, in a retail climate that has seen traditional department stores post losses each quarter. Setting its sights on 2020, Yoox Net-A-Porter plans to grow its business via the fastest growing channel in the luxury market: ecommerce ([see story](#)).

"I'm thrilled to be a part of the company that introduced consumers to online shopping for luxury 16 years ago," Ms. Lee said. "Today, Yoox Net-A-Porter Group is in an exciting position: leading the market and with a clear cut strategy to grow.

"I look forward to joining YNAP's strong leadership team and working to develop and grow talent across the group."

© 2020 Napean LLC. All rights reserved.

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