

RETAIL

Neiman Marcus hires CMO from Fossil

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Image courtesy of Bergdorf Goodman

By STAFF REPORTS

Department store group Neiman Marcus has appointed Carrie Fisher as senior vice president, chief marketing officer.

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Ms. Fisher takes over the position from Wanda Gierhart, who announced her departure from Neiman Marcus Group in March ([see story](#)). In her new role, effective Oct. 3, Ms. Fisher will oversee all marketing for the Neiman Marcus, Bergdorf Goodman and Last Call brands.

Cross channel creative

Ms. Fisher was most recently senior vice president, CMO and head of ecommerce at Fossil Group. She managed both Fossil owned and licensed brands across in-store, online, wholesale and off-price channels.

Prior to joining Fossil, Ms. Fisher held leadership roles at Travelocity, Dean Foods, Bain & Company and TXU Energy. She has experience in analytics, customer insights, creative and production.



Carrie Fisher

Ms. Fisher will report to Karen Katz, president and CEO of Neiman Marcus Group.

"We are thrilled to have Carrie join our team and advance our long-term strategic objectives to be the destination for the best the world has to offer and to create an inviting experience of fashion, luxury and unparalleled service," Ms. Katz said in a company statement. "With her impressive and extensive background in traditional and digital background and brand management, Carrie is the ideal leader to drive sales growth and customer engagement across our NMG portfolio of brands."