

RETAIL

## Barneys taps Josh Lieberman to lead digital strategy

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*Karlie Kloss for Barneys spring 2016; Barneys is looking to move the wheel forward in digital*

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By STAFF REPORTS

Department store chain Barneys New York has promoted Josh Lieberman to executive vice president of digital, looking to leverage his ecommerce expertise to further develop its omnichannel customer experience.

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Mr. Lieberman was most recently senior vice president of digital marketing, as he worked behind-the-scenes to increase the speed and functionality of Barneys' digital shopping platforms. He replaces Matthew Woolsey, who recently joined Net-A-Porter as managing director ([see story](#)).

Omnichannel optimization

Mr. Lieberman joined Barneys in 2012. His most recent projects included upgrades of the retailer's Barneys.com and BarneysWarehouse.com Web sites, as well as the iPhone and iPad apps ([see story](#)).

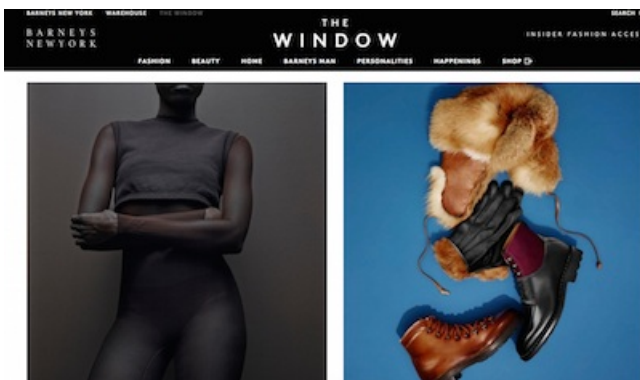


*Josh Lieberman*

These improvements focused on creating greater ease of use, as well as personalization. Barneys' shopping platforms serve up content and product recommendations based on a visitor's browsing history.

Barneys sees personalization as a means to recreate the in-store interactions in digital.

Other additions to the revamped sites include filters for better browsing and auto-complete suggestions in the fields on the checkout page. Once an order is placed, Barneys also enables shoppers to track their purchase in real-time during shipping and delivery.



*Barneys' The Window app*

"From behind-the-scenes Josh has really been the driver of our fast growing ecommerce business and expanding digital portfolio," said Daniella Vitale, chief operating officer of Barneys New York. "He has provided incredible leadership, poise and guidance through the ever changing world of technology.

"We are thrilled that he will now oversee a business unit that will be the force behind Barneys' growth," she said. "He is well respected and exemplifies the power of mentorship to a young but fast growing team.

"Josh got us through an arduous replatforming and will provide clarity, vision and a proper strategy for the future. This was really lacking before we promoted him."

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