

RETAIL

## Nordstrom strengthens omnichannel objectives via new innovation executive

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*Nordstrom marquee sign*

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By STAFF REPORTS

Department store chain Nordstrom has created a new executive position to lead the brand into the future.

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Nordstrom has appointed Geevy Thomas, a long-time leader in the company, as the first chief innovation officer, who will focus on strategizing the store of the future. Retail is moving toward omnichannel, and with declining sales, retailers have been pressured to rapidly adapt through experiential and digital touchpoints or become obsolete.

### Innovation leaders

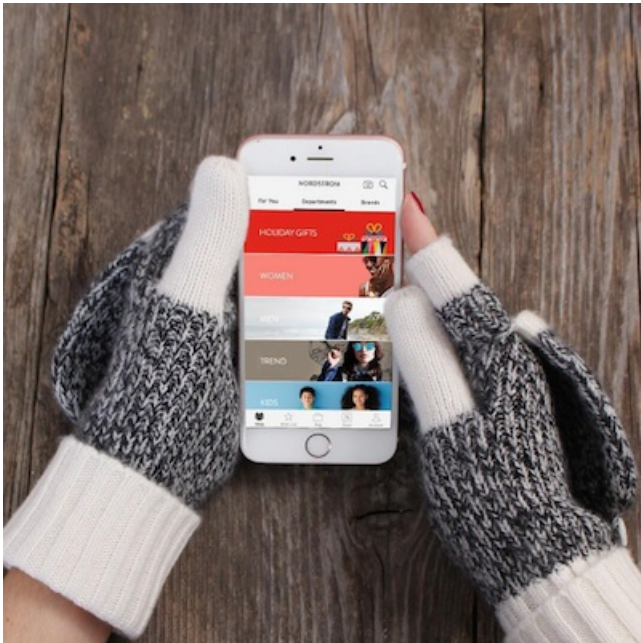
Mr. Thomas has been with Nordstrom for more than three decades, starting his career with the retailer as a sales associate before moving up in store, regional and buying management positions.

Most recently, Mr. Thomas worked as the president of Nordstrom Rack, the brand's off-price banner.

"Our new chief innovation officer and his team will lead the most forward-looking customer-centric effort that Nordstrom has taken on to date," said Erik Nordstrom, co-president of Nordstrom, in a statement.

"Our business was founded and built over the years through our full-line stores, and today they still represent the largest portion of our sales volume," he said. "However, the way customers are choosing to shop in a more digitally-connected world continues to change, and we know we need to find ways for our stores to evolve with them.

"This is a challenge, but we also see a tremendous opportunity to leverage our stores in ways that will allow us to serve customers into the future better than anyone else."



### *Nordstrom's mobile app*

Recently, Nordstrom has worked to create seamless, personalized and relevant shopping experiences. This has been achieved by enhancing its stores, Web site and mobile application.

Mr. Thomas' new innovation team will be tasked with developing digital and mobile efforts to better serve Nordstrom full-line consumers into the future.

"Geevy is known as a customer-first, visionary leader," Mr. Nordstrom said. "That deep knowledge, along with his curiosity and energy to try new things, make him uniquely positioned to take on this role. We're excited for what's to come for our customers."

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