

RETAIL

## YNAP hires chief data officer from Burberry

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Mobile commerce helped boost YNAP's results. Image credit: Yoox

By STAFF REPORTS

Retail group Yoox Net-A-Porter has appointed Alessia Kosagowsky as its first chief data and analytics officer.

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Ms. Kosagowsky, who was most recently at Burberry, will head the company's data and business insights teams. YNAP has invested heavily in its technology, looking to disrupt retail through innovation.

New hire

According to LinkedIn, Ms. Kosagowsky was Burberry's vice president of global customer analytics. Per [Women's Wear Daily](#), the executive also previously worked at Vodafone.

Ms. Kosagowsky is expected to start at YNAP in February, reporting to co-chief operating officer Irene Boni. She will work with teams on establishing data science and research platforms, as well as looking into the potential of artificial intelligence.

"With 20 years of experience in data and analytics, Alessia is a true leader in the field," Ms. Boni said in a statement. "What has impressed us most is her ability to design teams and analytical solutions, developing approaches that are fit for the maturity of the organization while being future-proofed for organic evolution."

Yoox Net-A-Porter Group also reaffirmed its commitment to conducting its global business out of London with the opening a state-of-the-art technology hub.



*Reception area at YNAP's London Tech Hub. Rendering courtesy of YNAP*

Yoox Net-A-Porter's new Tech Hub is located in West London, and will be a key part of the retailer's continued growth strategy. The retailer has invested more than 500 million euros, or \$638 million, in technology and logistics to double its business by 2020 ([see story](#)).

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