

RETAIL

## JOOR executive hires to boost global growth efforts

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*JOOR's mobile application solution for retail buyers. Image credit: Joor*

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By STAFF REPORTS

Digital wholesale marketplace JOOR is adding several senior executives to its management team to oversee mission-critical areas such as technology, sales and marketing.

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JOOR assists more than 3,000 brands and 175,000 retail locations by operating a digital wholesale platform that serves the needs of both buyers and sellers. Headquartered in New York, JOOR works with brands such as Marc Jacobs and Balmain and retailers including Neiman Marcus to more efficiently streamline merchandising.

### New leadership

Today **JOOR** announced key hires from Google, XO Group, Inc. and Rakuten Marketing will be joining its senior executive team.

The new hires were hand-selected by JOOR CEO Kristin Savilia, who joined the wholesaler in March. Ms. Savilia was brought on to accelerate JOOR's technology development and expand its brand and retailer portfolio.

"One of JOOR's key differentiators is our exceptional client service and keeping that focus while continuing to accelerate growth requires the right leadership," Ms. Savilia said in a statement.

"It was important for me to find executive partners I already worked well with in previous roles or came highly recommended by industry-respected board members," she said. "The result is an impressive group of seasoned professionals with the talents needed to drive our mission forward."



*JOOR's mobile application solution for brands' wholesale departments. Image credit: JOOR*

At this time, JOOR has hired 5 new senior executives.

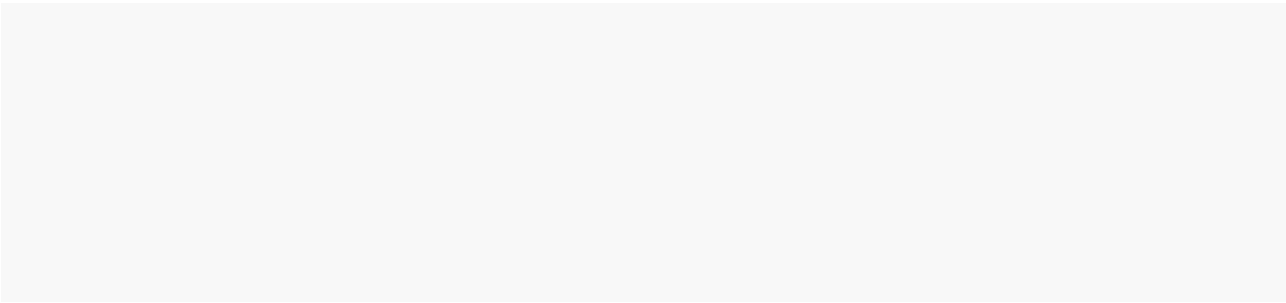
Derek Parham will join JOOR as chief technology officer, bringing with him expertise in engineering architecture and team growth to further develop the wholesaler's platform. Mr. Parham's most recent position was tech lead at Google's G-Suite, the division responsible for work applications.

JOOR has also hired Rob Fassino as its chief product officer. Mr. Fassino is an original founder of XO Group, Inc., the owner of media hubs The Knot and The Bump.

In his position at JOOR, Mr. Fassino will oversee high-growth projects and projects that will continue JOOR's positioning in the wholesale buying category.

JOOR's newly appointed managing director of sales, Kevin Kozinchik, will be responsible for growing the wholesaler's business throughout EMA and Australia. Mr. Kozinchik has successfully guided market expansions in the United States and United Kingdom for a number of technology companies.

Past experience of Mr. Kozinchik includes consulting clients such as Borderfree and Pitney Bowes, after its acquisition of Borderfree for \$395 million.



Blasting through #monday appointments all #chic and #techy with the JOOR Retailer App... #milan #paris  
#fashion #technology #JoinTheMovement or get left behind!

A post shared by JOOR (@joor\_access) on Jun 20, 2016 at 7:01am PDT

Jennifer Rosado has joined JOOR as its senior vice president of sales operations and marketing. Ms. Rosado was most recently the vice president of B2B marketing for Xo Group's The Knot.

Ms. Rosado's experience has resulted in deep knowledge of diverse sectors such as financial services, consumer products and technology marketplaces. At JOOR, Ms. Rosado will be responsible for organizing and scaling the wholesaler's client relation teams as well as growing the brand's network of international partners.

JOOR's final new hire is Thomas DiDesidero who has joined the company as senior vice president of finance. Mr. DiDesidero brings to JOOR a diverse experience with companies undergoing transformation, restructuring and exit events.

At JOOR, Mr. DiDesidero will lead finance, human resources and facilities functions to create a strong infrastructure for continued business growth.

"With the strength and talent of this new management team, JOOR solidifies its position as the preeminent technology provider transforming the way the fashion industry trades on the wholesale level," said Dan Ciporin, general partner at Canaan Partners and member of the JOOR board of directors, in a statement.

"We have already seen the company dramatically increase the number of buyers and sellers on the platform and, under this new leadership, we're confident that 2018 will be a year of phenomenal growth," he said.

Elsewhere in the retail sector, retailers are looking to boost technological know-how through experienced new hires.

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

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 ([see story](#)).