

RETAIL

The RealReal names new executives from Amazon, Walmart backgrounds

March 22, 2018



The RealReal's new hires represent the platform's growth. Image credit: The RealReal

By STAFF REPORTS

Online luxury consignment store The RealReal is adding to its C-suite by naming Jun-Sheng Li as chief operating officer and Len Eschweiler as chief revenue officer.

Subscribe to **Luxury Daily**
Plus: just released
State of Luxury 2018 **Save \$246 ▶**

Both appointees come from retail backgrounds, Walmart and Amazon, and will bring that expertise to The RealReal's unique brand of online luxury shopping. As The RealReal has experienced significant growth over the last year, these new executives are a testament to its growing prominence.

"As the company has grown, so has the demand for a level of management who have had instrumental roles in growing and shaping multi-billion dollar businesses," said Julie Wainwright, founder and CEO of The RealReal, in a statement. "Our new chief revenue officer Len Eschweiler and chief operating officer Jun-Sheng Li bring that expertise to The RealReal."

External hires

The RealReal has emerged in the last few years as one of the most promising and unique online luxury commerce platforms.

Its take on luxury ecommerce, where the retailer acts as an online consignment store, has made it popular with the fashion-obsessed who love to collect new clothing while offloading some of their older pieces.

As The RealReal has become more of a challenger to the traditional retail world, its latest hires are taken directly from some of the biggest online retailers today.

Prior to his appointment at The RealReal, Mr. Li worked at Walmart's ecommerce division as vice president.

Similarly, Mr. Eschweiler brings 20 years of ecommerce experience to The RealReal with positions at both Affirm and Amazon.

The RealReal's star has been rising over the past year, with a number of high profile activations and initiatives.

For example, The RealReal is joining with the University of Arizona to launch a degree program in gemology.



The RealReal employs gemologists. Image credit: The RealReal

The endowed chair in gemology at the school's College of Science will focus on growing its research and technology tools, while making coursework available to students at the undergraduate, graduate and PhD levels. This first-of-its-kind program is expected to be mutually beneficial, as The RealReal is poised to gain insights for its gemologists, buyers and sellers ([see story](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.