

RETAIL

HBC realigns digital strategy with new CTO hire

June 1, 2018



Mr. Gold will help integrate the company's digital and technical strategies. Image credit: Lord & Taylor

By STAFF REPORTS

Saks Fifth Avenue owner Hudson's Bay Company has appointed Stephen J. Gold as the group's new chief technology and digital operations officer.

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Mr. Gold will oversee all digital efforts made by the company with a focus on using data and technology to improve the customer experience. He is taking over the role from Janet Schalk, who will be leaving the company effective Aug. 1.

"Steve is a seasoned technology and digital leader, who has a deep understanding of the retail market and has a proven track record of delivering large-scale technology initiatives that positively impact business outcomes," said Helena Foulkes, CEO of HBC, in a statement. "Steve is attuned to the customer-centric approach we are driving across all our business touchpoints, and his ability to blend technical complexities with consumer-friendly solutions furthers our commitment to seamless experiences for our customers."

Digital realignment

With the appointment of Mr. Gold, HBC is hoping to realign its digital and technical teams under one leader.

Mr. Gold will help the company leverage data and technology to create a variety of customer experiences across the company's many brands and enterprises in North America.

He brings with him years of experience as the executive vice president of technology operations and innovation at CVS Health where he ran the pharmacy chain's digital business and was responsible for all technological aspects of the company.

Mr. Gold will oversee a newly-formed digital team as well, focusing specifically on customer experience.



Saks Fifth Avenue's Heavenly Bodies exhibit. Image credit: Saks Fifth Avenue

The appointment of Mr. Gold is part of a larger movement to bring in new leadership at HBC. Last month the retail company began taking its marketing in a new direction with the appointment of a new chief marketing officer.

HBC announced that Bari Harlam will join the company as the new CMO, heading up the company's marketing center of excellence for all of the groups' retail brands across North America. Ms. Harlam, who also previously worked at CVS, took over at a time when HBC was facing pressure from a major breach of customer data ([see story](#)).

"The way customers shop and engage with retailers is constantly evolving and we must have technology solutions that can deliver unique omnichannel experiences to exceed customer expectations," Mr. Gold said. "I am excited to join the HBC team and look forward to enhancing the company's digital and technological capabilities to drive business performance."

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