

COMMERCE

Nordstrom maintains its technology innovation with new hire

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Nordstrom focuses on the customer journey with constant investments. Image credit: Nordstrom.

By STAFF REPORTS

Department store chain Nordstrom is looking to continue its stream of digital integration with a new chief technology officer.

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Coming from multinational grocery retailer Tesco, Edmond Mesrobian will take the position and help Nordstrom better connect with customers through technology. Prior to his position with Tesco, Mr. Mesrobian also served as chief technology officer at Expedia, running numerous online outlets related to travel.

Technology and business

Within Mr. Mesrobian's new position, he will be spearheading new directions within technology to better evolve with changing consumer behavior and digital growth.

"After an extensive search, we are excited to have Edmond join our executive team as chief technology officer," said Blake Nordstrom, copresident of Nordstrom, Inc., in a statement. "Edmond is a seasoned technology expert and has contributed to the growth of retail, high-tech and Internet-based businesses for nearly three decades.

"As our industry and customers evolve, Edmond will help us continue to transform our business so we can deliver the best experience to our customers, however they choose to shop with us," he said.



Emond Mesrobian joins Nordstrom. Image credit: Nordstrom

A role such as this within a digitally advanced company such as Nordstrom is extremely important, as a recent survey of affluent consumers found that the retailer has more emotional intelligence than its competitors.

In the Luxury Institute's annual rankings of brands with the most emotional intelligence, Nordstrom came out on top, beating out other large retailers such as Amazon. Emotional intelligence is a key factor for brands and retailers today, helping them engage with customers and keep them loyal ([see story](#)).

A significant contributing factor to Nordstrom's high score is its use of technology to interact and create bonds with consumers. It is imperative the company continues its trajectory of innovation.

"Nordstrom is leading the charge to redefine the role technology and digital tools play in the retail environment," Mr. Mesrobian said in a statement. "I'm excited to be joining a terrific team in supporting the company's continued focus in leveraging technology innovation to serve customers in new and better ways."

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