

RETAIL

Bergdorf Goodman hires former Apple exec as chief operating officer

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Bergdorf Goodman is taking a stronger stance on digital. Image credit: Bergdorf Goodman

By STAFF REPORTS

Department store Bergdorf Goodman has hired Matt Marcotte as its chief operating officer.

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Mr. Marcotte comes to Bergdorf Goodman from Tory Burch, where he was executive vice president, head of global direct to consumer in charge of both physical and digital retail. His hire is expected to aid Bergdorf Goodman's parent company Neiman Marcus Group as it continues to transform and innovate its business.

Transformation team

At Bergdorf Goodman, Mr. Marcotte will oversee the retailer's customer experience and operations. Mr. Marcotte started Jan. 14, and reports to Darcy Penick, president of Bergdorf Goodman.

Prior to Tory Burch, Mr. Marcotte was at Apple, where he was managing director of North America retail stores. This position was responsible for more than 200 store locations, and during his time he led strategies to grow the numbers of stores and employees.

Earlier in his career, Mr. Marcotte worked at Gap, Inc. and May Department Stores Company.

"Matt is a passionate and deliberate leader with a highly customer-centric approach which will benefit both our associates and customers," said Ms. Penick in a statement. "His indelible record of unlocking growth potential and creating innovative strategies made him the clear choice for this role."



Matt Marcotte has been named chief operating officer at Bergdorf Goodman. Image courtesy of Neiman Marcus Group, photo copyright 2015 Brad Fowler/Song of Myself Photography

Mr. Marcotte is Ms. Penick's second hire since joining the company last September. Bergdorf Goodman also named Yumi Shin its chief merchant in October. Ms. Shin oversees men's, women's and home categories across in-store and online.

For the fourth quarter ended on July 28, Neiman Marcus reported a 12.5 percent jump in digital sales and total revenues of \$1.13 billion ([see story](#)). The first quarter of fiscal year 2019 marks the retailer's fifth consecutive quarter of growth, with revenues up 2.8 percent to \$1.1 billion.

Part of the growth is attributed to the retail group's transformation. Neiman Marcus has been leveraging a "Digital First" strategy across its channels, which is aimed at offering a personalized luxury shopping experience through technology ([see story](#)).

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