

RETAIL

Neiman Marcus hires from LVMH, Apple to further customer-centric strategy

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Neiman Marcus is focused on creating a seamless retail experience. Image credit: Neiman Marcus

By STAFF REPORTS

Retail group Neiman Marcus is adding to its executive team with the appointment of David Goubert as executive vice president, stores and Ginger Mollo as senior vice president, retail experience for the West Coast.

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Mr. Goubert has 20 years of experience at LVMH, while Ms. Mollo comes to Neiman Marcus Group from Apple, where she spent 18 years. Neiman Marcus is undergoing a transformation process, and has been hiring key personnel to help lead innovation.

"We are transforming the Neiman Marcus Group into a luxury customer platform focused on customer engagement across a luxury lifestyle," said Geoffroy van Raemdonck, CEO of Neiman Marcus Group, in a statement. "To do this, we believe innovation starts at the top, and we continue to recruit executives with outstanding performance track records who come from the best in class customer and digital-centric organizations to accelerate our transformation."

Client-centric approach

Mr. Goubert was most recently at Starboard Cruise Services, which is a division of LVMH. In his latest role, he was senior vice president, luxury cruise lines, overseeing the on-board retail for brands including Crystal and Silversea ([see story](#)).

Prior to Starboard, Mr. Goubert worked at Louis Vuitton as a senior vice president and regional manager.

At Neiman Marcus Group, Mr. Goubert will report directly to Mr. van Raemdonck. His role will focus on creating personalized and seamless experiences for Neiman Marcus Group customers.

Mr. Goubert succeeds Neva Hall, who is retiring from the role in March after 35 years at Neiman Marcus Group.

Ms. Mollo has held a number of senior management roles at Apple within its retail stores division. Her most recent role included translating Apple's culture to the retail environment through associate training and development.

At Neiman Marcus Group, Ms. Mollo will be focusing on developing new tools and events to engage shoppers. She

will report to Mr. Goubert.

Neiman Marcus Group is undergoing a number of leadership changes as it looks to bolster its omnichannel presence, as part of its digital-first strategy.



Neiman Marcus Group is focused on creating links between channels. Image credit: Neiman Marcus

In October, Stefanie Tsen joined Neiman Marcus from Sephora, where she held a similar role.

In addition to Ms. Tsen's appointment, senior vice president and chief marketing officer Carrie Tharp was promoted to executive vice president and chief digital officer.

Chief financial officer Adam Orvos was also moved to executive vice president, chief financial officer and chief operating officer after joining Neiman Marcus in April as chief financial officer

Darcy Penick also returned to the group as president of the group's retailer Bergdorf Goodman, after briefly maintaining a role at ShopBop as CEO ([see story](#)).

In January, Bergdorf Goodman hired Matt Marcotte as its chief operating officer.

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. Along with Ms. Mollo, Mr. Marcotte has experience working at Apple ([see story](#)).

"As we evolve how we engage our customers in a channel-less way, we are committed to investing in our talented retail teams as well as the digital capabilities and new experiences that will elevate how we interact with our customers and exceed their expectations."