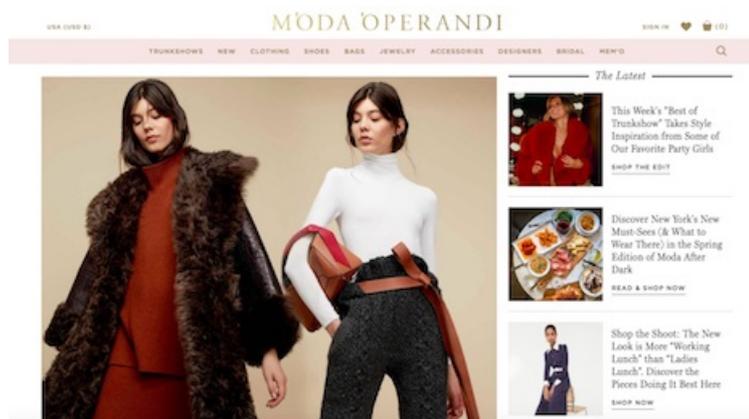


APPAREL AND ACCESSORIES

Moda Operandi hires ecommerce expert for its CFO

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Moda Operandi's online platform

By STAFF REPORTS

Online retailer Moda Operandi has hired another financial veteran as it seeks to advance in the ecommerce space.

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The ecommerce platform has hired a new chief financial officer, who comes from the same role at technology platforms for musicians, UnitedMasters. Kristina Salen joins Moda Operandi to oversee its global financial operations, reporting to the company's CEO.

Financial operations in ecommerce

Prior to UnitedMasters, Ms. Salen previously worked at Etsy and executed the platform's initial public offering. Moda Operandi states she helped Etsy grow from \$895 million in gross sales to \$3 billion.

With so much experience with ecommerce platforms, Moda Operandi is hoping she will help its online global business growth.

"I'm excited to welcome Kristina to Moda Operandi. As an experienced CFO of growth-stage tech companies, Kristina brings incredible financial expertise and senior leadership experience at a critical time for Moda," said Ganesh Srivats, CEO of Moda Operandi, in a statement. "Kristina will be a great new addition to our terrific leadership team, and I look forward to working closely with her to achieve Moda's mission and ambitions."

Ms. Salen earned her bachelor's degree in political science at Vassar College and earned a Masters of Business Administration degree from Columbia Business School. She is also on the board of directors for SiriusXM and Cornerstone OnDemand.

"Moda's mission of leveraging technology to connect creators with customers is one that has resonated with me throughout my career," Ms. Salen said in a statement. "I'm excited to join a company with a strong, established business model and at a pivotal moment in its history."

"I look forward to working with Ganesh as Moda builds its technology momentum and enters a new growth phase."

Moda Operandi also recently hired Puja Clarke as senior vice president of fashion buying and ecommerce.

Ms. Clarke was most recently general manager of global merchandise and ecommerce at Tesla, and she has previously held merchandising roles at luxury fashion labels. In her new role, Ms. Clarke will oversee the experience for both brands and consumers, while also working to help develop the Moda Operandi voice ([see story](#)).

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