

RETAIL

Nordstrom's board sees a few changes

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Nordstrom bolsters its growth with new promotions. Image credit: Nordstrom

By STAFF REPORTS

Department store chain Nordstrom is investing in commerce for the new generation with two new board of director members.

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Forerunner Ventures founder Kirsten Green and American Express Company Enterprise Strategic Partnerships president Glenda McNeal are bringing their expertise to Nordstrom's board. Nordstrom has focused on a variety of digital endeavors for retail and it is continuing its mission to stay on top of the new shopping landscape with these new board members.

Directing the board

Ms. Green's company was launched in 2010 and is now recognized as one of the most successful woman-founded companies in Silicon Valley, says Nordstrom. Ms. McNeal focuses on American Express' relationship strategies and negotiations, including partners in the technology, retail and ecommerce fields.

"As Nordstrom focuses on its ambition to be the best fashion retailer in a digital world and achieving its long-term financial commitments, we're pleased to welcome both Kirsten and Glenda to our board of directors," said Brad Smith, chairman of the Nordstrom board, in a statement. "The unique perspectives and experiences they bring to Nordstrom will continue to support our efforts to meet the ever-changing needs of our customers, enabling them to shop where, how and when they choose."



Kirsten Green joins Nordstrom's board of directors. Image credit: Nordstrom

While Ms. Green and Ms. McNeal join the board, independent director Phil Satre will step down in May after joining Nordstrom's board in 2006.

"We want to thank Phil for his many years of service to the company," Mr. Smith said in a statement. "His leadership has been invaluable, and we are grateful for his many contributions."

Nordstrom has recently put a focus on menswear with the launch of a thematic pop-up series.

New Concepts allow consumers to shop a revolving selection from numbered pop-up shops via digital and online. Curated by Sam Lobban, Nordstrom's vice president of men's fashion, New Concepts will cycle through different brand partnerships, allowing the retailer to provide newness to its male clientele ([see story](#)).

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