

RETAIL

Moda Operandi taps managing director for China growth

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Moda Operandi plans to move into China. Image courtesy of Moda Operandi

By STAFF REPORTS

Online retailer Moda Operandi is looking to grow further into mainland China with the appointment of its first China-based team leader.

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Ming Yang will take her role as managing director of Moda Operandi in China, overseeing all business strategy and operations in the region. She comes from a strong background in ecommerce, having previously worked in a similar position at Farfetch.

"I'm thrilled to welcome Ming as Moda's first managing director of China," said Ganesh Srivats, CEO of Moda Operandi, in a statement. "Ming's experience successfully shaping major U.S.- and U.K.-based retail brands to fit the needs of the Chinese luxury consumer is unparalleled.

"At Moda, we're committed to becoming part of the local fabric in China, building our China operation from the ground-up, and ultimately being the pre-eminent luxury fashion platform for Chinese consumers," he said. "Ming has just the experience to get us there."

Moving into China

Ms. Yang will report to Mr. Srivats and help expand Moda Operandi's Shanghai team.

While Chinese customers have been a part of Moda Operandi, this will be the retailer's first official launch into the area. Ms. Yang will assist the ecommerce platform's goals in building out strategy, marketing and personal styling programs from Shanghai.

Ms. Yang comes from Farfetch, where she was previously managing director for Greater China and APAC. Before that she served as China country manager at ShopRunner Inc., chief digital officer at Best Buy China and vice president of consumables at Amazon China.



Ming Yang, managing director of China at Moda Operandi. Image credit: Moda Operandi

"I see incredible opportunity for Moda Operandi to thrive in the Chinese market," Ms. Yang said in a statement. "I'm excited to join Moda at such a pivotal moment and am eager to introduce the Chinese luxury consumer to a new way of shopping and discovering the world's best fashion with Moda."

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

The ecommerce platform hired a new chief financial officer, who came from the same role at technology platforms for musicians, UnitedMasters. Kristina Salen joined Moda Operandi to oversee its global financial operations, reporting to the company's CEO ([see story](#)).

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