

RETAIL

JOOR adds former Neiman Marcus Group president to board

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JOOR's mobile application solution for retail buyers. Image credit: JOOR

By STAFF REPORTS

Wholesale platform JOOR has added Jim Gold to its board of directors, tapping into the retail veteran's experience.

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Mr. Gold was most recently president and chief merchandising officer at Neiman Marcus Group, and left earlier this year to pursue other opportunities. In addition to Mr. Gold, JOOR is looking to further its moves into the home category by adding Avanti Linens chief operating officer and Home Fashions Product Association president Jeff Kaufman as an advisor to the board.

Joining JOOR

Mr. Gold spent 28 years at Neiman Marcus Group before departing in March.

After rising into corporate roles, Mr. Gold became president and co-CEO of Bergdorf Goodman in 2004. He became president and chief merchandising officer of Neiman Marcus Group in 2010 ([see story](#)).



Neiman Marcus worked with JOOR on wholesale management. Image credit: Neiman Marcus

Now he is bringing his understanding of retail to JOOR. Neiman Marcus has been a client of the company, and the

retailer worked with JOOR to help develop its Retailer Platform ([see story](#)).

"Being a former client of JOOR, I was always impressed with their platform, focus on innovation and most importantly their mission to advance and grow our industry," Mr. Gold said in a statement. "Through their commitment to a free tier and the concept of no partner left behind, JOOR makes digital transformation accessible to the entire wholesale and retail community."

Similarly to Mr. Gold, Mr. Kaufman comes to JOOR with category expertise, having been CEO of Avanti Linens for 16 years. The executive also has experience in merchandising and operations for areas such as electronics, tabletop and gifts, housewares and textiles.

"JOOR is uniquely positioned to support the advancement of home goods retailers and brands alike helping them work faster and more efficiently, and ultimately setting them up for the next wave of digital transformation," Mr. Kaufman said.

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