

RETAIL

## Neiman Marcus prioritizes personalization with new appointment

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*Neiman Marcus has named Rene Paradise as its new senior vice president of digital business and customer strategy. Image credit: Neiman Marcus Group*

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By LUXURY DAILY NEWS SERVICE

U.S. department store chain Neiman Marcus has named a new senior vice president of digital business and customer strategy.

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Rene Paradise will be responsible for leading the digital business and elevating the chain's digital infrastructure. Ms. Paradise will also drive customer strategies and programs, including the company's loyalty program.

"As we continue to invest in our digital business to better serve our customers and provide the ultimate integrated luxury experience, Rene's accomplished background and experience will be pivotal in propelling us forward," said David Goubert, president and chief customer officer of Neiman Marcus Group, in a statement.

Neiman Marcus moves

Ms. Paradise has had a tenured career, having most recently served as senior vice president of customer revenue and growth at Bloomingdale's. Previously, she led eBay's North American fashion, beauty and home indoor categories, where she executed a turnaround for the luxury, sneaker and streetwear business.

Her new role aims to assist Neiman Marcus Group in deepening and creating more personalized relationships and integrated experiences across its disparate selling channels for consumers.



*Ms. Paradise held previous roles at Bloomingdales and eBay. Image courtesy of Neiman Marcus Group*

Ms. Paradise is the latest addition to the majority-women-led organization. Women currently represent most of the company's board of directors, over 50 percent of leaders senior vice presidents and above, 62 percent of vice presidents and above and 70 percent of all corporate and store employees.

Last week, Neiman Marcus celebrated consumers' optimism as they re-discover a changed world with an optimistic multichannel campaign.

Spanning multimedia print and digital advertising, native content, in-store activations and social media, the "Re-Introduce Yourself" campaign encourages consumers to immerse themselves in the changed worlds of art and fashion. The effort emphasizes the retailer's expansive offerings, including both luxury fashion and elevated services ([see story](#)).

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