

RETAIL

## Bergdorf Goodman prioritizes customer, brand strategies with two promotions

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Cheryl Han (left) and Melissa Xides (right). Image credit: Bergdorf Goodman

By LUXURY DAILY NEWS SERVICE

New York department store Bergdorf Goodman is investing in omnichannel strategies with two new appointments.

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The retailer, which is part of the Neiman Marcus Group, has promoted Cheryl Han to senior vice president of BergdorfGoodman.com and customer strategy, while Melissa Xides has been promoted to senior vice president of Bergdorf Goodman stores and brand operations. Ms. Han will focus on the ecommerce side of the business, while Ms. Xides will work on the physical retail side.

"I am incredibly proud of the work Cheryl and Melissa have done to build and develop talented teams, establish and effectively deliver channel and customer strategies that are creating exciting momentum in the business," said Darcy Penick, president of **Bergdorf Goodman**, in a statement. "With their direction, I am confident that we will build upon our success as we continue to innovate on the luxury customer experience both online and in-store."

### Delivering results

Both Ms. Han and Ms. Xides are relative newcomers to Bergdorf Goodman but have already had major impacts at the retailer.

Ms. Han joined in September 2018 as a contractor and was named vice president of Bergdorf Goodman Online (BGO) in February 2020. She led an overhaul of the Bergdorf site experience and the retailer's first app in partnership with its tech organization.



*Bergdorf Goodman is looking to elevate its service offerings. Image credit: Bergdorf Goodman*

As senior vice president, Ms. Han will continue focusing on customer strategies and customer relationship management.

Meanwhile, Ms. Xides joined Bergdorf as vice president of customer experience in July 2019. She has focused on talent acquisition and retention, adapting the store's leadership structure and culture and staff development.

Ms. Xides is also involved with Bergdorf's ESG strategy.

Neiman Marcus Group, Bergdorf's parent company, also has a new addition to its C-suite.

Effective April 4, Katie Anderson will join NMG as executive vice president, chief financial officer. She will report to Geoffroy van Raemdonck, CEO at Neiman Marcus Group, and be part of the leadership team ([see story](#)).

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