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Lyst founder steps down as CEO, COO steps in

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Emma McFerran will replace Chris Morton as the company's chief executive officer. Image credit: Lyst

By LUXURY DAILY NEWS SERVICE

Fashion technology company Lyst has announced that founder Chris Morton is stepping down as CEO.

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By stepping down into the executive chairman role, Mr. Morton is looking to focus exclusively on strategy, partnership and financial initiatives. He will be replaced by chief operating officer Emma McFerran.

"As Lyst continues to grow, it is increasingly clear that we have a unique opportunity ahead of us my biggest fear is that we do not take advantage of it," Mr. Morton said in a statement. "With 200 million annual shoppers, Lyst's fashion audience is one of the largest anywhere in the world.

"The market is accelerating and changing fast in the current environment both of these offer tremendous tailwinds for our business," he said. "I want to focus 100 percent on supporting our company strategically at this key moment for us."

Shifting leadership

Ms. McFerran joined Lyst in 2014 as chief operating officer, overseeing the company's transformation into an app-first business. She will replace Mr. Morton as CEO.



The top hottest brands for the fourth quarter of 2021. Image courtesy of Lyst

"It is thrilling to take on this position, leading an exceptional team as we shift gears and prepare for the next and most exciting phase of the Lyst journey," Ms. McFerran said in a statement. "Over many years Chris and I have built a powerful partnership, sharing a vision and a deep commitment to making Lyst the winning model for our customers and partners.

"This new team structure allows us to better realize our company's immense potential, and take Lyst to the next level."

The company also welcomes Liz Kistruck as its new chief financial officer. Ms. Kistruck formerly served as a senior leader at Expedia for more than 10 years, including her time as Hotel.com's chief financial officer.

She joins a C-suite of industry leaders from Amazon, Spotify, Just Eat and Net-a-Porter.

With the acceleration of the online fashion market, Lyst hopes these changes will solidify the company as a category-leading fashion platform.

Each quarter, Lyst releases its "Lyst Index," delivering industry-leading metrics on brand performance based on global search data, conversion rates and sales, brand and product social media mentions and engagement statistics worldwide ([see story](#)).

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