

RETAIL

Nordstrom names two new executives

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Deniz Anders (left) and Nina Barjesteh (right) join Nordstrom's executive team. Image credit: Nordstrom

By LUXURY DAILY NEWS SERVICE

U.S. department store Nordstrom has announced the appointment of two new senior executive leaders: Deniz Anders and Nina Barjesteh.

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Ms. Anders will serve as senior vice president and chief marketing officer of the company. Ms. Barjesteh will serve as president of the product group at Nordstrom.

"Deniz is a proven leader with the ability to drive integrated marketing strategies and plans to grow the business and connect with customers in meaningful ways across all channels and touchpoints," said Ken Worzel, chief customer officer at Nordstrom, in a statement.

"Her deep marketing experience, paired with her understanding of our business, will be of enormous value as we continue to build on our heritage of service to get closer to our customers."

New leaders

Ms. Anders has been with Nordstrom for 22 years, most recently serving as vice president of marketing.

In her new role, previously held by Scott Meden, she will lead all marketing efforts on behalf of the company, including brand programs, digital marketing, creative strategy and corporate affairs.



IN March, Nordstrom launched Media Network an advertising program enabling brands to better reach consumers. Image credit: Nordstrom

Ms. Barjesteh joins Nordstrom from DICK'S Sporting Goods, where she served as senior vice president of product development and design.

Prior to joining DICK'S, she served as chief merchant of Rue 21 and spent 20 years at Target Corporation as vice president and general merchandise manager for women's apparel, vice president merchandise manager kids and vice president of apparel and accessories branding.

"Nina's experience leading and transforming private label businesses will position us to take full advantage of this growth opportunity and to continue building Nordstrom Made products that put our customers first through design, quality, and value," said Pete Nordstrom, president and chief brand officer at Nordstrom, in a statement.

"We are excited to see how she will build on the 50-year legacy of Nordstrom's private label brands with her own fresh perspective."

Nordstrom saw a sales increase of almost 19 percent for earnings of \$20 million in the first quarter of 2022, surpassing pre-pandemic sales.

With shoppers looking forward to social occasions and travel, core categories including men's and women's apparel, shoes and designers saw the strongest growth from fiscal year 2021 ([see story](#)).

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