

COMMERCE

The RealReal fills CEO role after nearly two years

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Mr. Koryl will officially take over duties as CEO of The RealReal on Feb. 6. Image credit: The RealReal

By LUXURY DAILY NEWS SERVICE

Luxury resale platform The RealReal is announcing the appointment of a new CEO.

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John Koryl, who recently served as president of CTC Digital, at Canadian Tire Corporation Limited, will officially begin his duties on Feb. 6. The news comes nearly two years after founder Julie Wainwright stepped down from the position in June 2021, leaving chief financial officer Robert Julian and chief operating officer Rati Sahi Levesque to act as co-interim CEOs.

"We are excited to have John join The RealReal at this important point in the company's evolution," said Rob Krolik, lead independent director at **The RealReal**, in a statement.

"He has extensive experience as an e-commerce and omnichannel executive driving operational excellence and profitability," Mr. Krolik said.

"This experience, combined with his proven track record of successfully developing and growing online businesses, make him the right person to lead The RealReal."

Real growth

A graduate of Stanford University's Executive Program, Mr. Koryl has been credited in previous positions with improving internal strategies and elevating user experiences.

In his role as senior vice president of retail strategy and performance, he led the digital strategy team, and as president of digital at CTC, Mr. Koryl is credited with transforming the company's digital experiences.

Prior, Mr. Koryl served as president of Neiman Marcus Direct, and later as president of the brand's stores and online division, during which he helped to bring omnichannel experiences into a more modern phase.

As CEO of The RealReal, he will focus on reorganizing the company's client experience measures, working to save costs and drive profitability.



The RealReal is the world's largest online marketplace for authenticated, resale luxury goods. Image credit: The RealReal

"I'm thrilled to be joining The RealReal at such a pivotal time for the brand," said Mr. Koryl, in a statement.

"As the leader in luxury resale and as the pioneer in transforming the consignment experience, The RealReal has significant opportunity to capture even more market share in the quickly evolving and fast-growing resale industry," Mr. Koryl said. "I look forward to working with this innovative, cutting-edge team to continue growing the circular economy and driving efficiencies to fast track profitability."

Mr. Koryl's appointment closely follows the multi-year absence of one dedicated CEO, as well as what have been significant year-over-year losses for the company, per reporting on recent fiscals. The RealReal earned \$143 million in Q3 2021, down from \$154 million the quarter before ([see story](#)).

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