



## **LISA RHODES JOINS RUE LA LA**

*By Vicki M. Young*

**JULY 17, 2014**

**LISA RHODES JOINS RUE:** Lisa Rhodes has joined Rue La La as president and chief merchandising officer.

She will report to Rue's chief executive officer, Steve Davis. In her role, Rhodes will oversee Rue's merchandising and planning departments. Most recently Rhodes was ceo of the now defunct Dots LLC, and before that was senior vice president of apparel at Wal-Mart US. She also previously was executive vice president and chief merchandising officer at Maurices. She has over 30 years of retail experience and has held positions at Marshall's and Macy's.

Davis said, "Her extensive experience as a merchant and retail leader will complement our team and further cement the company's role as an innovative, groundbreaking eRetailer."

"With its success in mobile commerce, an extensive network of brand partners and focus on engaging content, Rue La La is positioned to reach a new generation of consumer," Rhodes said.