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LACROSSE UNLIMITED REELS IN MICHAEL KORS E-COMMERCE TALENT

By SGB Media

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Lacrosse Unlimited hired Jeanette Miller to the role of VP of e-commerce. Most recently, Miller served as VP of e-commerce and customer relations manager for Michael Kors Inc. Prior to Michael Kors, Miller worked for Coach Inc., where she led the company's consumer insights efforts.

In her new role at Lacrosse Unlimited, Miller will accelerate the brand's online growth and digital footprint by creating a seamless brand platform where customers can interact with the brand, shop and connect with other lacrosse enthusiasts.

"Jeanette is a world class talent for our brand and we are excited to have her on board to utilize her extensive e-commerce and marketing background to elevate the brand's digital presence," said Joe DeSimone, founder and president, Lacrosse Unlimited.

Miller brings more than 17 years of digital and marketing experience to Lacrosse Unlimited, a specialty lacrosse retailer with 44 locations across 12 states.