



## Neiman Marcus Group Announces Key Strategic Executive Hires to Build a Luxury Customer Platform

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DALLAS--(BUSINESS WIRE)--Neiman Marcus Group announced today the appointments of David Goubert to Executive Vice President, Stores and Retail Experience and Ginger Mollo to Senior Vice President, Retail Experience - West Coast. These new senior executives will be integral in accelerating Neiman Marcus' customer-centric strategy and evolving the store experience.

Neiman Marcus Group announces key strategic executive hires David Goubert, EVP Stores and Retail Experience, and Ginger Mollo as SVP Retail Experience - West Coast, to build a luxury customer platform.

"We are transforming the Neiman Marcus Group into a luxury customer platform - focused on customer engagement across a luxury lifestyle. To do this, we believe innovation starts at the top, and we continue to recruit executives with outstanding performance track records who come from the best in class customer and digital-centric organizations to accelerate our transformation," said Geoffroy van Raemdonck, Chief Executive Officer, Neiman Marcus Group.

David Goubert has been appointed to Executive Vice President, Stores and Retail Experience, reporting directly to Geoffroy van Raemdonck. In this role, David will be responsible for creating personalized, seamless and magical experiences for the Neiman Marcus customer within our soon-to-be 43 stores. Mr. Goubert, a seasoned luxury executive with a track record of driving change, joins Neiman Marcus from Starboard Cruise Services, a division of LVMH, where he was most recently Senior Vice President, Luxury Cruise Lines. David spent 20 years at LVMH where he evolved the customer experience at Louis Vuitton as a Senior Vice President and Regional Director.

Ginger Mollo joins Neiman Marcus as Senior Vice President Retail Experience - West Coast, reporting to David Goubert. In this role, she will be responsible for elevating the customer experience and piloting innovative new customer engagement tools and events. Ms. Mollo



joins Neiman Marcus after 18 years at Apple where she held multiple senior management roles in their retail stores division. Her responsibility included, regional management, supervising over \$1 billion in sales annually. Most recently, Ginger was the global lead for advancing the culture of Apple within the store environment through the development of an elite sales team and innovative training tools.

Mr. van Raemdonck continued, “David and Ginger, along with Carrie Tharp, who was recently elevated to Executive Vice President, Chief Digital Officer, and recent hires Stefanie Tsen, joining from Sephora and Louis Vuitton, as Senior Vice President of Omnichannel Customer Experience, and Matt Marcotte, joining from Tory Burch and Apple, as Chief Operating Officer, Bergdorf Goodman, will collaborate to create a more seamless experience between channels, which we believe is imperative to meet customer expectations today. As we evolve how we engage our customers in a channel-less way, we are committed to investing in our talented retail teams as well as the digital capabilities and new experiences that will elevate how we interact with our customers and exceed their expectations.”

### **About Neiman Marcus Group**

Neiman Marcus Group LTD LLC is a luxury, multi-branded, omni-channel fashion retailer conducting integrated store and online operations under the Neiman Marcus, Bergdorf Goodman, Neiman Marcus Last Call, Horchow, and mytheresa brand names. For more information, visit <http://www.neimanmarcusgroup.com>.