

NORDSTROM

Shea Jensen to lead Women's Apparel

November 15, 2019

We continuously rethink our business while maintaining focus on the customer to solve their needs in new and relevant ways. We recently announced the creation of the [Chief Merchandising Officer](#) role to lead us into the future as we evolve our relationships with our brand partners and deliver the best products to our customers. Today we are excited to share the next step in that evolution, the promotion of Shea Jensen to EVP GMM Women's Apparel, supporting the Women's Buying team.

Shea is a strong leader with more than 25 years of experience at Nordstrom. As SVP Customer Experience, she's been driving large-scale change and innovation across the company, focusing on seamless, multi-channel journeys, services and experiences to serve our customers in a digital world. Under her leadership, we piloted and launched our market strategy in LA, resulting in increased customer engagement, significant online order pickup growth and ultimately stronger sales performance. Recently, Shea expanded our market strategy to NYC, laying the foundation for continued expansion into our top markets.

Shea has a proven track record of developing and executing strategies by putting the customer first, which is a key element to success in merchandising. Thanks to her experience, Shea brings a holistic and evolving view of how to serve our customers. Her strategic thinking, leadership and passion for Nordstrom, as well as her ability to influence across functions, will help us as we continue to evolve how we can best serve our customers with the best product in the ever-changing women's retail landscape.

Additionally, we are combining Men's and Women's Designer Apparel for a more holistic focus on the designer markets across total apparel. To facilitate this change, Sam Lobban is expanding his role to support Designer Apparel for Men's and Women's. Sam brings deep industry experience and connections to the team, and we're excited to leverage his unique skill set as an innovative merchant with a strong creative vision in his new designer role. Sam has successfully supported the Men's Designer team and New Concepts that relate to men's initiatives in merchandising, e-commerce, marketing, content development, store environment, Nordstrom Made products, and shopping experience. He will continue supporting these functions in his new role as VP Designer RTW and New Concepts.

We're excited for Shea and Sam to take on their new roles as we continue the journey to better serve our customers and define the future of retail.