

# NORDSTROM

## New Leadership for Nordstrom Canada

February 3, 2021

Since we opened our first Canadian store in Calgary, Alberta in 2014, we've had a longstanding goal of hiring local leadership to support our Canadian operations. Today, we further that goal with the announcement that Alix Box has joined the company as Senior Vice President, Regional Manager for Canada. Canada is an important market for Nordstrom, comprising of six Nordstrom stores and seven Nordstrom Rack stores in addition to its own e-commerce site, [Nordstrom.ca](https://www.nordstrom.ca).

Alix has extensive experience leading retail and hospitality operations in Canada and is passionate about supporting and building teams. Her experience includes 10 years at Starbucks where she was Vice President of Canada operations, seven years at Holt Renfrew supporting store operations and marketing and three years as President and CEO of Second Cup. Most recently, Alix was the Chief Customer Officer at LCBO, where she led the retail network of 675 stores to operate safely during the early months of the COVID-19 pandemic. She also spearheaded their go-to-market strategy, brand repositioning, and developed new strategies for e-commerce and loyalty.

"As we keep our focus on continuing to build a business that is relevant and resonates with our Canadian customers, we're excited for Alix whose leadership principles align with the Nordstrom values and culture to lead this effort," said Jamie Nordstrom, president of stores.

In addition to leadership principles, it seems like Alix's career has led her to this role. According to Alix, "All the various roles I've had in my career have all been around delighting customers and creating experiences that generate loyalty and makes them feel better about the time they spend with us."

When asked what excites her the most about the opportunity, the answer was simple, "The team... I'm excited to continue to grow the Nordstrom brand for Canadian customers, but I've always admired Nordstrom and the storied and strong heritage of legendary customer service which was brought to life by the incredible people here. So I'm really just excited to be a part of this team."