



Andrea Moore
Interim CMO/CDO, Head of Digital/E-Commerce, General Management
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Andrea Moore is a Digital and Omni-channel retail executive with 20 years' experience launching and growing omni-channel consumer brands. She has extensive experience in brand strategy; digital transformation; online and offline marketing; CRM/loyalty; web redesign, re-platform and omni-channel integration; team and talent assessment.

Andrea has always worked at the intersection of the digital world and physical stores, creating exceptional customer experiences that leverage the unique capabilities of both channels, utilizing data and analytics to drive results. Andrea has experience in both highly matrixed organizations as well as small, nimble start-ups, and can apply the strengths of both business models to create effective solutions. Andrea is also an Adjunct Professor at FIT.

Andrea has had the opportunity to serve the below brands in the following capacities over the past two years:

- Lafayette 148: Website Replatform and Digital Transformation
- MILLY: Interim CMO
- Tacony Corporation: Interim Executive for Nancy's Notions (DTC business for sewing, quilting, crafting and DIY enthusiasts)

- Enso Rings (fast-growing Digitally Native Vertical Brand): Digital Assessment and Roadmap
- Ella Stein (ethically sourced diamond jewelry startup): digital advisory
- Alixx (French-origin luxury candle and parfum brand): digital advisory
- TurnTo (Customer Reviews Platform): brand/retailer market research
- FIT (Fashion Institute of Technology): Adjunct Professor since 2013

Other brands served include: ALEX AND ANI, New York & Company, J. Jill, Sleepy's, bambecco (eco-friendly home décor and accessories startup)