

# NORDSTROM

## Nordstrom Names Kumar Srinivasan Chief Technology Officer

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SEATTLE, March 23, 2016 /PRNewswire/ -- Nordstrom, Inc. (NYSE: JWN) announced that Kumar Srinivasan has joined the company as Chief Technology Officer (CTO). Srinivasan's agile development practices, cloud expertise and experience developing highly innovative customer focused outcomes will play an important role in shaping the technology agenda across Nordstrom. Srinivasan will help lead the next phase of innovation and growth focused on identifying and developing opportunities that deliver a competitive advantage and bottom-line returns.

In this new role, Srinivasan will focus on identifying opportunities to reduce complexity while optimizing engineering and software productivity and effectiveness across four Nordstrom Technology teams that support the company's Service & Experience, Loyalty & Marketing, Engineering and Supply Chain initiatives.

"We're bringing Kumar to Nordstrom at an important time as we are positioning our Technology organization to better support our long-term growth plans," said Dan Little, chief information officer, Nordstrom, Inc. "Kumar's extensive experience in strategy, product development and delivering technology solutions that support a great user experience, as well as his passion for the customer, will be invaluable."

Srinivasan brings more than 18 years of technology and product management experience to Nordstrom. He was previously co-founder and CEO of Evocalize; chief product & technology officer for Bazaarvoice; and vice president, general manager at Amazon, where he led Amazon Payments Merchant Solutions.

### **About Nordstrom**

Nordstrom, Inc. is a leading fashion specialty retailer based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 326 stores in 39 states, including 121 full-line stores in the United States, Canada and Puerto Rico; 197 Nordstrom Rack stores; two [Jeffrey](#) boutiques; and one clearance store. Additionally, customers are served online through [Nordstrom.com](#), [Nordstromrack.com](#) and [Hautelook](#). The company also owns Trunk Club, a personalized clothing service serving customers online at [TrunkClub.com](#) and its five clubhouses. Nordstrom, Inc.'s common stock is publicly traded on the NYSE under the symbol JWN.

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