

NORDSTROM

Introducing The Nordy Pod, a New Podcast Hosted by President and Chief Brand Officer Pete Nordstrom

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We're always looking for new ways to connect with our customers – whether that's on the sales floor, in our styling lounge, through our app, or elsewhere. Today marks a new milestone in that journey: we've launched our very first podcast, **The Nordy Pod**, a new way for Nordstrom-obsessed customers to peek behind the curtain and learn more about the people behind our business.

Hosted by **Pete Nordstrom, President and Chief Brand Officer**, The Nordy Pod will explore topics that are relevant to brands and designers in today's fashion landscape, spotlight prominent industry voices and provide access to conversations that listeners can't get anywhere else.

Throughout the course of the series, Pete will host guests like Mickey Drexler, CEO of Alex Mill, his brother Erik, CEO of Nordstrom and their cousin Jamie, President of Stores for Nordstrom and many other exciting friends of Nordstrom. He'll also speak to longtime Nordstrom employees about their experiences on the sales floor, in the stock room, and in our corporate offices.

We sat down with Pete to learn more about The Nordy Pod, what inspired him to start hosting a podcast, and what he hopes listeners will get from it.

What excites you most about the launch of this podcast?

I want this podcast to serve as a vehicle to help tell stories—stories about our business, our industry, our customers, and of course, our people. I see it as an opportunity to get out there and connect with people in an authentic way. My hope is that we'll give our listeners new insight into who we are, what we do, and how we do it.

The podcast highlights real conversations with Nordstrom customers—why is it important to hear directly from customers about their experiences with Nordstrom?

Customer stories are central to our ability to develop and sustain a culture of service—they're what motivates us to continue to show up for our customers every day. The podcast is a new way to bring those stories to life and highlight some of those legendary customer interactions that have helped create our legacy of service.

Is there an opportunity for leaders to be more candid and have authentic conversations?

If you want to connect with people more authentically, it's important to have those honest conversations. What we've learned over the past couple of years is that you have to stand for something, or you end up standing for nothing. I want to give people insight into the company and the things we stand for, and hopefully, they'll learn more about the Nordstrom story along the way.

Ready to hear episode one? [Listen here.](#)