



Katrina Lake

Founder & CEO, Stitch Fix

Katrina Lake is founder and CEO of Stitch Fix. Katrina started Stitch Fix in 2011 while attending Harvard Business School, inspired by the opportunity to marry data science and retail to create a truly personalized shopping experience. Today, Stitch Fix employs more than 5,000 people across three corporate offices, five warehouse locations and 10 remote styling hubs throughout the United States. As CEO, Katrina recruited a world-class executive team from major companies such as lululemon, Netflix, Nike, Sephora and Starbucks to join her in transforming the way people find what they love.

Prior to founding Stitch Fix, Katrina honed her skills at the intersection of fashion, retail and technology at social commerce company Polyvore, and consulted with a variety of e-commerce and traditional retailers during her time at The Parthenon Group. She's also invested in and worked with dozens of entrepreneurs and start-ups at Leader Ventures. Katrina holds a B.S. in Economics from Stanford University and an MBA from Harvard Business School. She serves on the board of directors and audit committee of food delivery service GrubHub (NYSE: GRUB).

Katrina has been named to the San Francisco Business Times 40 Under 40, The National



Retail Federation's 2016 List of People Shaping Retail's Future in the Disruptor category and Fast Company's Most Creative People in Business. Katrina has been featured on Forbes, CNBC, Bloomberg, Fast Company, Marie Claire, New York Times, Good Morning America and the TODAY Show. She's a regular speaker at Bloomberg Tech, ShopTalk, Forbes Women's Summit, Fortune Brainstorm Tech and other top technology, retail and business conferences.



Julie Bornstein

Chief Operating Officer, Stitch Fix

Julie Bornstein is the COO of Stitch Fix, joining the company in 2015 after spending two years on the company's board of directors. As COO, Julie oversees all aspects of the client experience, including strategy, marketing and creative, warehouse operations, client service and the styling field organization.

Before joining Stitch Fix, Julie was chief marketing and digital officer at Sephora. Under her leadership from 2007 until 2015, Sephora led the industry in specialty retail sector growth, quadrupled its e-commerce business and became an early leader in the digital space. Julie developed the industry's leading loyalty program—Beauty Insider—and led Sephora's investments in mobile, social and store digital. Prior to Sephora, Julie built and led the e-commerce business at Urban Outfitters from 2005 until 2007. From 2000 until 2005, Julie led the successful launch of Nordstrom's first e-commerce platform, growing the business from \$12 million to \$350 million. Earlier in her career, Julie worked in merchandising at DKNY, business development at Starbucks and investment banking at Robertson Stephens.



Julie is an expert at the intersection of technology and retail, with years of experience in innovating the customer experience, while maximizing business growth and potential. She holds both a BA in government and an MBA from Harvard University. She's been featured in the Harvard Business Review, Business Insider and WIRED and is a regular panelist at industry events like Marketers That Matter, South By Southwest, Shop.org and GrowthBeat.



Lisa Bougie

General Manager,
Stitch Fix Women

Lisa leads the women's business at Stitch Fix. Lisa's leadership has established Stitch Fix as a fashion "must-have" for clients and helped make the company the world's leading online personal styling service. She has overseen the company's rapid product expansion, with Stitch Fix now offering one of the broadest ranges of styles of any retailer. She has led the company's new market entries into footwear, maternity and petites, with more on the horizon.

Lisa is a retail pioneer in bringing a relentless data approach to every aspect of merchandising. Simultaneously, she lives the Stitch Fix ethos of helping every woman be her best self and leads Stitch Fix Women with that spirit at the heart of all decisions. Before joining Stitch Fix, Lisa was general manager of Direct to Consumer at Nike, and she's held leadership roles in merchandising and product creation at Patagonia and Gap, Inc. She holds a bachelor's degree in marketing and retail management from Santa Clara University.





Eric Colson

Chief Algorithms Officer,
Stitch Fix

Eric is the chief algorithms officer at Stitch Fix. Under his guidance since 2012, the company has become the quintessential data science-driven business. The algorithms team at Stitch Fix is composed of more than 70 data scientists and data platform engineers who specialize in a broad range of disciplines including, statistical learning, machine learning, deep learning and artificial intelligence, human computation and distributed systems. The company now has algorithms deployed in nearly every function of the company: merchandising, inventory management, marketing, forecasting and demand modeling, operations and, of course, the styling recommendations.

Prior to joining Stitch Fix, Eric was the vice president of data science and engineering at Netflix and he has held analytical positions at Yahoo!, Blue Martini Software, Proxicom and Information Resources. Eric is an advisor to several startups like Data Elite and Earnest inc. Eric has a bachelor's degree in economics from San Francisco State University, a master's degree in information systems from Golden Gate University and a master of science in management science and engineering from Stanford University.





Mike Smith

General Manager, Stitch Fix Men

As General Manager of Stitch Fix Men, Mike leads all efforts for that business to create its success. He joined Stitch Fix in 2012 as chief operating officer after nine years at Walmart.com, most recently as chief operating officer for a \$5 billion division. At Walmart.com, Mike was responsible for inbound and outbound transportation, reverse logistics, customer service, customer experience and order management. Prior, in his director role at Walmart.com, Mike led one of the most successful omnichannel offerings in retail by successfully launching Site to Store for more than 3,500 stores, driving a large portion of sales for both Walmart.com and Walmart stores. Before Walmart, Mike worked in business and corporate development in the software and consumer industries for Liberate Technologies and DigiScents. Before his transition into operations, Mike held roles at Morgan Stanley and Accenture.

An expert at operations, logistics and driving growth in retail, Mike brings more than a decade of relevant experience and strong leadership to Stitch Fix's executive team. Mike is an advisor to Narvar and on the board of Own The Room.



He was formerly an advisor to Kiwi Crate, Ditto.com, Epic Sky and Deliv. He graduated with a bachelor's degree from The University of Virginia and has a master's degree in business from The Haas School of Business at The University of California, Berkeley. Mike has been featured in Fast Company and Re/code and has spoken at The Service Experience Conference and 500 Startups Commercialism Conference.



Michelle Weaver

Chief Financial Officer, Stitch Fix

Michelle is chief financial officer at Stitch Fix and is responsible for all financial functions, including financial planning and analysis and controllership. In addition to her financial role, Michelle leads information technology, legal and facilities functions across the company. She joined Stitch Fix in January 2015 to lead and build the financial team, processes and systems that will scale with growth, as the company continues to expand. Prior, she was the chief financial officer at Axiom for five years, a technology-led legal services firm, where she helped the company realize significant growth and global expansion. Before Axiom, she was a vice president at Electronic Arts for six years. Prior to that, she was a senior director of finance and head of investor relations at Gap, Inc., where she worked for a decade.

Michelle has a bachelor's degree in business administration with an emphasis in finance from California Polytechnic University San Luis Obispo. She's been quoted and included in Re/code and The San Francisco Business Times.





Margaret Wheeler

Chief People & Culture Officer,
Stitch Fix

Margaret and her team create an inspiring and rewarding experience for all Stitch Fix employees through hiring, developing and retaining incredible talent. She is committed to building an environment where every employee can generate the culture and be their best self. She is responsible for extending Stitch Fix's unique company culture to more than more than 5,000 employees, across three corporate offices, five warehouse locations and 10 remote styling hubs throughout the United States. Prior, Margaret was senior vice president of people potential at lululemon athletica and spent 15 years with Starbucks Coffee Company, where most recently, she was the vice president of global learning. While at Starbucks, Margaret also held leadership roles in partner resources, employer brand, internal talent and strategic sourcing.

Prior to Starbucks, Margaret was a regional training manager at The Body Shop for more than two years. Margaret has a bachelor's degree in humanistic studies and English Literature from St. Mary's College in South Bend, Indiana and a master's degree in Anglo Irish Literature from University College in Dublin, Ireland. Margaret has spoken at SXSW and The Human Capital Conference and she's been featured on Inc.

