



Mike Smith

Chief Operating Officer

Mike is the COO of Stitch Fix where he leads the company's Women's and Men's businesses, Operations and Stylist organizations. Prior, Mike was the General Manager of Stitch Fix Men and oversaw all elements of the new client category until his recent appointment to COO.

Mike joined Stitch Fix in 2012 after nine years at Walmart.com, most recently as the 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 he's spoken at The Service Experience Conference and 500 Startups Commencement Conference.