



Jody Weintraub
Senior Vice President, Planning & Size
Macy's Merchandising Group

Jody Weintraub, an accomplished retail merchant with cross-category merchandising, planning and end-to-end product development leadership experience, has a track record of building brands, revitalizing businesses and fueling omnichannel growth in the domestic and private branded markets. She has earned a reputation as a Women's RTW expert, developing high-performing organizations, building differentiated product assortments, sharpening strategic clarity and improving financial intelligence. Jody's abilities to mine business details to unlock opportunities and develop tactical cross-functional plans to deliver objectives have enabled her to achieve tremendous commercial success.

In Jody's current role as Senior Vice President of Private Brand Planning at Macy's Merchandising Group, she works with the executive team to drive the cross-channel growth strategy with a 27 key private brand portfolio across all merchandise divisions: Women's and Men's Apparel and Accessories, Jewelry, Intimate Apparel, Shoes, Children's and Home. Over the past several years, Jody's leadership contributions have helped to fuel private brand growth and drive e-commerce performance

Prior to leading Private Brand Planning, Jody served as Group Vice President and Head Merchant of the \$3.8B Women's RTW Business at Macy's Merchandising Group. Through her close partnerships with the vendor community, market influence and strong negotiation skills, she built a highly differentiated product mix for Macy's with exclusive collections and pricing and first-to-market brands. Jody also spearheaded the sales, marketing and launch strategy for the Ralph by Ralph Lauren brand at the Jones Apparel Group, where she delivered \$450M in first-year revenue with a 450-store market introduction.

Earlier in her career, Jody served as Vice President of Product Development and Merchandising and Divisional Merchandise Manager at Macy's and May Company Merchandising Groups. In these roles, she developed strong vertical manufacturing capabilities and led end-to-end product development efforts for the launch and growth of private brands the Women's RTW, Swimwear, Junior's, Jewelry and Accessories businesses.

Jody's leadership contributions extend to the broader industry and charitable work. Since 2008, she has served as an active board member for K.I.D.S./Fashion Delivers, Inc., a non-profit organization dedicated to bringing the gift of new products, through manufacturer and retailer donations, to disadvantaged children and adults worldwide.

Jody earned her Master's in Business Administration from the University of Maryland and graduated with a Bachelor of Arts degree from Bryn Mawr College.