

## IGDS Marketplace: Pilnick offers retail strategy consulting



As a former IGDS member and IGDS Liaison Officer, we are delighted to introduce Mr David Pilnick to our members.

David Pilnick is a strategic advisor to top global retailers, fashion companies and shopping centre developers on international business development, growth, and expansion including: strategies for department store retailers, brand development, joint ventures and

licensing, shopping center strategy; development of target customer, tenant strategy, layout and brand acquisition; mergers and acquisitions.

David brings over 30 years of International retail development, global branding and licensing experience. In his most recent role as Senior Vice President, International Business Development at Hudson's Bay Company/Saks Fifth Avenue, he spearheaded Saks Fifth Avenue's International development strategy opening 7 full line Saks Fifth Avenue stores in the Middle East, Mexico and Central Asia. During these projects, David led all functional areas of development including: Real Estate, Merchandising, Marketing, Operations, Recruitment and Talent Development, Legal, IT and Logistics. He also developed the international digital strategy for Saks B2C store digital marketing sites in all markets where Saks has an international presence, and established Saks Fifth Avenue's brand presence and brand voice on all major International social media platforms.

David has also recently joined forces with The Grayson Company [www.thegraysoncompany.com](http://www.thegraysoncompany.com). The Grayson Company offers a full range of consulting services to retail, ecommerce, wholesale and omni channel businesses, as well as investment firms focused on the consumer sector. The TGC team brings "best of breed" resources to bear on all functional areas of the business.

David would welcome the opportunity to speak with you to discuss how he can assist you in your business development strategies. ←