



Saks Chief Marketing Officer Emily Essner to Speak at CommerceNext

Sharing insights into Saks' industry-leading marketing strategy

NEW YORK, June 16, 2023 – On Tuesday, June 20, Emily Essner, Chief Marketing Officer of Saks, the premier digital platform for luxury fashion, will be participating in a panel at CommerceNext 2023, the annual retail and ecommerce conference bringing together top marketing and digital leaders to discuss the latest trends in ecommerce. Essner will join fellow marketing and digital leaders for a discussion on Shifting Marketing Mix in Response to Measurement & Targeting Challenges.

The panel will take place on **Tuesday, June 20 from 10:55-11:25 a.m. ET** on the Main Stage at the New York Hilton Midtown.

Essner will speak to Saks' marketing success as the largest digital luxury pure-play in the U.S. She will share insights into key initiatives such as the company's approach to optimizing different types of creative, especially video, in marketing and advertising campaigns, and strategies for predicting and retaining high lifetime value (LTV) customers.

About Saks

Saks is the premier digital platform for luxury fashion in North America. Driven by a mission to help customers express themselves through relevant and inspiring style, we serve as a destination to explore and discover the latest from established and emerging designers. Our expertly curated assortment features sought-after names in women's, men's and kids fashion, as well as beauty, home and lifestyle merchandise. Through the Saks website and app, we provide access to professional stylists, inspiring editorial content and interactive events. Our differentiated approach seamlessly combines elevated online experiences with in-person services through an exclusive partnership with the Saks Fifth Avenue stores.

Visit [Saks.com](https://www.saks.com) for more information. Follow @saks on [Instagram](#), [TikTok](#), [LinkedIn](#) and [Facebook](#), @thesaksman on [Instagram](#) and Saks Fifth Avenue on [LinkedIn](#).

Media Contact

Nicole Schoenberg
sakspress@saks.com