

SGB MEDIA

Fanatics Appoints First Chief Strategic Retail Officer

Posted by SGB Media | Jan 13, 2020 | Apparel Updates, Footwear, SGB Updates, Update



Fanatics Inc. promoted Gina Sprenger to become its first chief strategic retail officer. In this newly created role, Sprenger will lead all merchandising, inventory management and field operations for the company's strategic retail division, which includes all flagship stores, stadium and in-venue retail locations as well as special events (i.e. Kentucky Derby, NHL's Winter Classic, All-Star Games, etc.).

In her expanded role she will remain a direct report of Jack Boyle, Fanatics global co-president of direct-to-consumer retail and will join the executive leadership team of CEO Doug Mack. Sprenger, who joined Fanatics in 2016, will lead a team of 1,800 employees that manage 175 flagship, venue and event properties across

all professional sports and several NCAA partners, which also includes oversight of merchandising, field operations and inventory management.

Previously, Sprenger led the e-commerce arm of Fanatics' NCAA and hardgoods businesses and also led all offline merchandising efforts across the company's physical retail locations. She played a key role in the execution of strategic growth undertakings, including the development and expansion of Fanatics' Better Brands initiative—which creates more fashion-forward licensed fan gear opportunities for traditional and heritage brands—and has been instrumental in introducing new women's merchandising programs across all leagues and teams. Prior to joining Fanatics, Sprenger was EVP of merchandising at Bluestem Brands and spent more than 20 years at Target holding various senior-level roles across several departments.

Boyle said, “I am thrilled for Gina stepping into her new role as Chief Strategic Retail Officer and could not be more excited about how she will apply her vast experience to grow several of our key retail divisions. She's made a significant impact in bolstering our omnichannel capabilities over the past three years, and there's no doubt that her leadership, commitment and forward-thinking vision will be a benefit to our hundreds of partners as we continue to innovate the licensed sports industry.”

Photo courtesy Fanatics