



**JOANNE NEIDORF, MBA**  
**SENIOR CLIENT PARTNER, HUMAN CAPITAL ADVISORY**

*“Business transformation is equal parts vision and discipline. A brand’s bold vision for the future is achieved by understanding where it is today and what it needs to preserve and what it needs to change. My passion is working with great organizations to accelerate their transformation through process design, organization design, training & development of merchandising talent and inspirational leadership.”*

Joanne Neidorf is a Senior Client Partner in Arlington’s Human Capital Advisory Practice. While she works across sectors, Joanne’s deepest expertise – and passion – is retail. With more than two decades of retail leadership experience, with high-performing retailers and top-tier advisory firms, Joanne partners with retailers around the globe to develop transformational strategies and the organizational capabilities to achieve them.

Joanne’s love of retail began when she worked for Disney Home Video, developing fixtures and displays for their key retail accounts. After completing her graduate degree and an internship at Gymboree, she joined Macy’s West as Assistant Buyer and quickly progressed through industry-leading development programs and drove growth across multiple merchandise categories.

After a series of progressive merchant and planning leadership roles with retailers including Smart Club Sverige, Duty Free Shops (DFS) and Cost Plus World Market, she has spent more than a decade with global consulting firms – first with Accenture’s retail practice and then with Kurt Salmon, a global retail consulting firm where she led engagements with retailers across North America, Europe and the Middle East. Her consulting work has included merchandising assessments, the design and implementation of new merchandising processes and organizational structures and the design and delivery of training programs and workshops. At the core of Joanne’s work is her belief that retail transformation is rooted in strong and scalable merchandising processes that are supported by practical, action-oriented training.

Joanne is a published author, and a sought-after speaker and advisor on wide range of retail transformation strategies. She is the creator of *Merchant Academy*<sup>™</sup>, a robust merchant development program. She has been a guest speaker at both Stanford University Graduate School of Business and the University of Chicago Booth School of Business. She holds an undergraduate degree in English from Pomona College and an MBA from Stanford University.

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