

CSCRL SPRING SYMPOSIUM

DEMAND DRIVEN SUPPLY CHAINS

APRIL 17, 2020

SPEAKER BIO

MARK CHRYSAL

CHIEF ANALYTICS OFFICER

rue21, Inc.



SESSION TITLE

A THE USE OF CUSTOMER
ANALYTICS TO INFORM A RETAIL
TURNAROUND

For the last two-years, Dr. Mark Chrystal has served as the Chief Analytics Officer for rue21, Inc. a 750-store omni-channel retail chain based in Pittsburgh, PA, with 10,000 employees and almost \$1 Billion in annual revenues. Dr. Chrystal has led the turnaround of the rue21 business through the application of his expertise in data analytics, customer behavior and retail management. In this role, Dr. Chrystal leads the Information Technology, Planning, Inventory Management, Analytics, CRM and Loyalty functions of the business.

Prior to joining rue21, Dr. Chrystal was the Chief Supply Chain Officer for David's Bridal, the leading producer and retailer of bridal dresses and accessories in the world. In this role, Dr. Chrystal had global responsibility for the end-to-end supply chain, including sourcing and product development, joint venture factory partnerships in China and Sri Lanka, Merchandise Planning, Inventory Management, Warehousing, Distribution, Logistics and Analytics for the organization.

Prior to David's Bridal, Dr. Chrystal served as the SVP, Planning, Allocation and e-Commerce for rue21. In this role he helped grow rue21 from \$200 Million in revenue to over \$1 Billion in annual revenue. He was a key contributor to taking rue21 public on the NASDAQ stock exchange (RUE) in 2009 and the sale of the business for \$1.1 Billion to private equity in 2013. Rounding out Dr. Chrystal's more than 20 years as a retail executive are similar leadership roles with American Eagle Outfitters, The Disney Store and Victoria's Secret.

Dr. Chrystal's academic achievements include earning a Doctorate in Business Administration from the University of Liverpool (UK), a Master of Research degree from the University of Liverpool (UK), a



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Continued
Mark Chrystal

Master of Business Administration degree from the University of London (UK) and a Bachelor of Arts in Economics from The Ohio State University. During his tenure at The Ohio State University he earned 4-letters as a Division 1 varsity scholar-athlete.

Dr. Chrystal holds a US patent related to the application of artificial intelligence to classify natural language. Dr. Chrystal also co-founded MachineCore, Inc. (www.machinecore.com), an artificial intelligence focused technology company that sells technology solutions to retailers worldwide. Dr. Chrystal is also a certified data scientist, a published author and a speaker at retail and CIO conferences around the globe.

