



Todd Treonze
SVP Chief Information Officer,
Brooks Brothers & Reebok
(SPARC Group)

Todd Treonze is currently Senior Vice President and Chief Information Officer for Brooks Brothers & Reebok (part of the SPARC Group), having joined Brooks Brothers in March 2017 and SPARC Group in August 2020. Todd is responsible for ensuring that the brands information technology investments, resources and project execution are aligned with strategic business objectives. Todd is an industry expert in Omnichannel Technology and is accountable for the all-brand SPARC project roadmap in this arena.

Although rooted in technology, Todd has a very deep operations background. Prior to joining Brooks Brothers / SPARC, Todd was Vice President of Information Technology & Omnichannel Operations for the ANN INC. brands (part of Ascena Retail Group). In this role Todd had accountability for IT, Customer Contact Center, Ecommerce Operations, and CRM / Client Insights. During his tenure at ANN, Todd was instrumental in driving major progression in the omnichannel space, including major advancements in the digital / mobile customer experience, CRM, Ship from Store capabilities and the implementation of an iOS-based application that allowed store associates to leverage Endless Aisle selling capabilities.

Earlier in his career Todd held various IT leadership roles at Pitney Bowes Inc. and began his career as a Principal Consultant in the SAP practice of PricewaterhouseCoopers.

EDUCATION:

Lehigh University
'96 B.S. Industrial Engineering



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