

Curating a Legacy Customer Base While Transitioning to eCommerce

Spotlight Interview: Chris McDonough,
Chief Sales and Brand Officer LL Bean

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Marketing Accountability Standards Board
of the Marketing Accountability Foundation

About Chris McDonough



- **Chief Brand and Sales Officer at L.L. Bean**
- **Over 15 years board level experience in senior commercial, marketing, retail, sales and international roles.**
- **Has led teams of up to 2,500 and has managed divisions with full P&L responsibility**
- **Celebrated for driving significant and successful brand and customer turnarounds**
- **Prior to LL Bean, UK Marketing Director for Asda, a division of Walmart, and UK Managing Director for Molson Coors**

Thank-you!



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