



## **Neil McPhail**

*SVP, Stores*

With more than 25 years of retail-management experience, Neil McPhail is an expert at shaping and executing company business strategies to create profitable growth. Neil joined the **maurices** team in 2012 as senior vice president and head of stores, a position in which he leads the company in delivering first-rate customer and employee experiences.

Prior to **maurices**, Neil spent 15 years working for Best Buy, most recently serving as senior vice president and general manager of new business solutions. A visionary retail strategist, Neil is credited with improving employee and customer experiences through talent-maximization strategies that increase morale, revenue, profit and retention. He brings to his position a strong passion for and experience in developing groundbreaking business models, formats, and global-growth initiatives that increase company revenue.

Neil graduated from Duke University in Durham, N.C., has completed several prestigious leadership development programs, including the Executive Development Program at the International Institute for Management Development.