

Center for Digital Transformation

UCI Paul Merage School of Business

Governance Council

Julie Guggemos

Board Director, Evrnu and Beekman 1802

Former SVP & Chief Design Officer

Target

Julie Guggemos is currently an independent board director for Beekman 1802 and Evrnu. She focuses on brand and product innovation with a digital growth mindset that has led her to hold top positions at Target, a Fortune 50 retailer. She has broad-based expertise in long-range strategic planning, P&L management, product design, brand management, diversity and inclusion, talent management, and sustainability. Guggemos is skilled at providing a strategic vision for growth, capitalizing on white space opportunities, and bridging an organization's present state to its strategic future. She is a diplomatic leader with a natural ability to cultivate relationships, influence at all levels, and facilitate consensus amongst diverse individuals. She approaches complex business problems through a consumer-driven, values-based lens, leveraging her finely-honed design thinking skills.

Guggemos spent over 30 years with the Target Corporation and held the position of Senior Vice President and Chief Design Officer. She was responsible for a \$30B portfolio of 45 in-house brands that includes seven \$1B brands and four \$2B brands. She was instrumental in shaping Target's sustainability strategy and led the company charter to deliver equitable, inclusive, and sustainable brands. In addition, she leveraged Target's scale to drive systemic change and advance Black representation within the design industry. Guggemos is deeply intentional about building a corporate culture that connects her team's work to a larger purpose and celebrates all dimensions of difference.