

Shop! Retail Environments Association Announces 2021 Board of Directors

Chicago, IL – November 19, 2020 - [Shop! Retail Environments Association](#), the leading global trade association dedicated to enhancing retail environments and experiences, is pleased to announce the addition of four new Shop! members to the Board of Directors, as well as a new incoming Board Chair and Board Vice Chair, for the 2021 year. Appointed at last week's annual [Shop!X](#) conference, the new directors include:

- Board Chair: Bruce Barteldt, Chief Innovation Officer, Little (Charlotte, NC)
- Vice Board Chair: Brad Stewart, Executive Vice President, Hera Lighting (Norcross, GA)
- Board Member: Cynthia Hirsch, President, Collaborative Design Strategies (New York, NY)
- Board Member: Ken Nisch, Chairman, JGA (Southfield, MI)
- Board Member: Jim Scarpone, Director of Retail Business Development, Shawmut Design and Construction (New York, NY)

"This group of individuals is passionate about retail, continued innovation, and growing our association toward the future," said Paul Hagar, Executive Director of Shop! "We are thrilled to bring their expertise, imagination and support to create extraordinary programs and networking opportunities for our members."

Shop! Welcomes New Board Members

- Bruce Barteldt is an experienced design thinker and senior leader with over 30 years in the retail industry and currently serves Chief Innovation Officer at Little. He has been a Shop! member for over 10 years and has served on the Board and on the Creative Council during this time.
- Brad Stewart is a member of Shop! who has served on the member engagement and sustainability committees, chaired the technology committee, and served on the board of directors for several years. His two decades as a leader at Hera Lighting provides him with deep retail expertise and a broad network of industry connections.
- Cynthia Hirsch is an eight year Shop! member who has served as Chair on both the trade association's Women's League and Creative Council. Her deep connections throughout the industry include leadership roles with the Retail Design Institute, where she leads the International chapter, and with PAVE, with whom she has volunteered for many years including co-chairing the gala in 2017.
- Ken Nisch is a registered architect whose contributions to the retail industry around the world span four decades. In addition to Shop!, he has worked extensively with editorial boards of VMSSD, Design: Retail and the Retail Design Institute.
- Jim Scarpone is a Shop! member with deep knowledge and a diverse range of experience in the retail sector built up during his successful tenure at Shawmut Design & Construction. In addition to

his involvement with Shop, Jim has supported PAVE for over a decade and established a track record of partnerships with architects, vendors, retailers and brands.

The newly elected board members will replace Richard Nathan, Teri Mascotti, Cindi Kato, and Chris Bull on the board. Shop! is extremely grateful for the service these members have done to advance our members' contributions to the retail industry.

As the new board members begin their term, they will work to execute upon the association's strategic plan for 2021. This includes working towards enhancing and diversifying membership, producing innovative events and occasions for members to co-create, creating professional development opportunities, and engaging with retail professionals around the globe.

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Based in Chicago, IL Shop! Environments Association (shopassociation.org) is the global trade association dedicated to enhancing retail environments and experiences since 1956. Shop! represents companies and affiliates worldwide from 23 countries. The association brings value to the global retail marketplace through our industry leadership, research programs, industry certification, education and networking events.

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