

# LEADING THE DIGITAL TRANSFORMATION

Noam Paransky  
SVP, DIGITAL, GAP INC.

MARCH 21, 2018



BANANA REPUBLIC



 ATHLETA

INTERMIX

Gap Inc.

# WHAT I BELIEVE

- **BRANDS STILL MATTER**
- **STORES AREN'T GOING AWAY**
- **DIGITAL AND PHYSICAL NEED TO CONNECT TO UNLOCK HUGE ADVANTAGE**



# WHAT GAP INC. BELIEVES

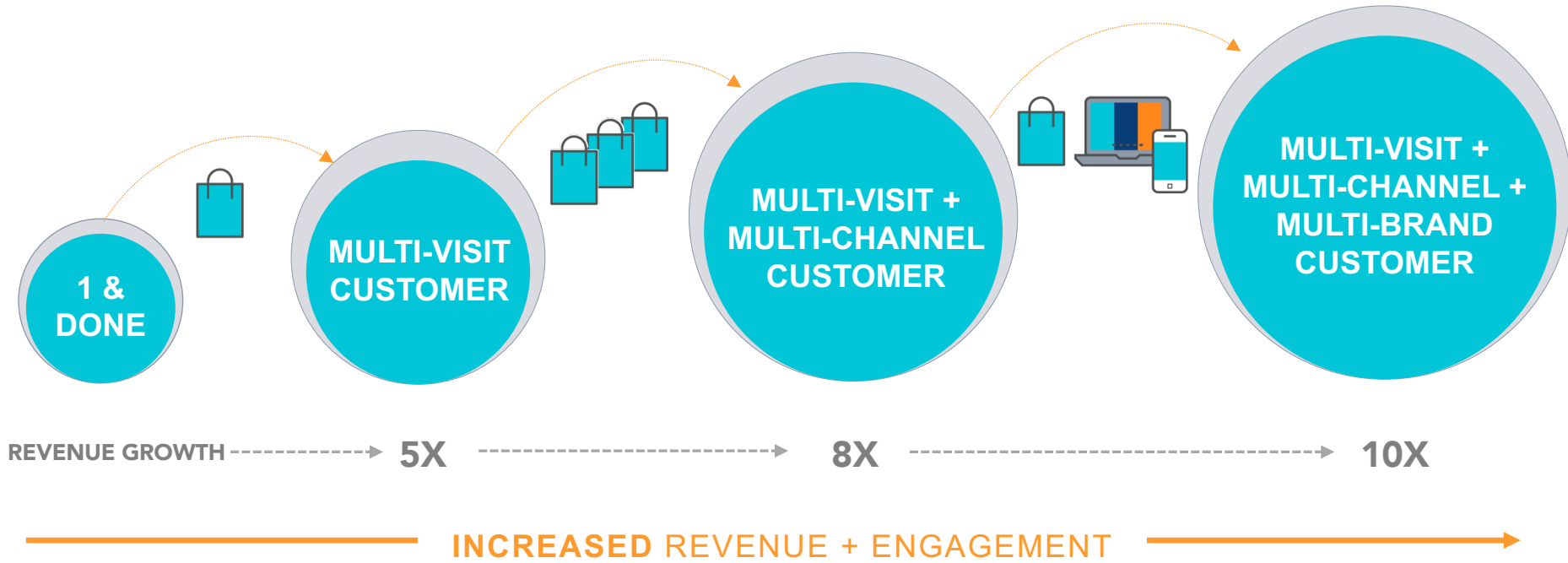
- **WOMEN MAKE UP >70% GAP INC.'S WORLDWIDE EMPLOYEE BASE; 3 OF 5 BRANDS HAVE FEMALE CEOS**
- **LEADER IN EQUAL PAY**
- **ONLY U.S. BASED-RETAILER NAMED TO BLOOMBERG'S INAUGURAL GENDER-EQUALITY INDEX**
- **VALUES-DRIVEN: P.A.C.E. PROGRAM, SUSTAINABLE COTTON GOALS, EMPLOYEE SUPPORT**

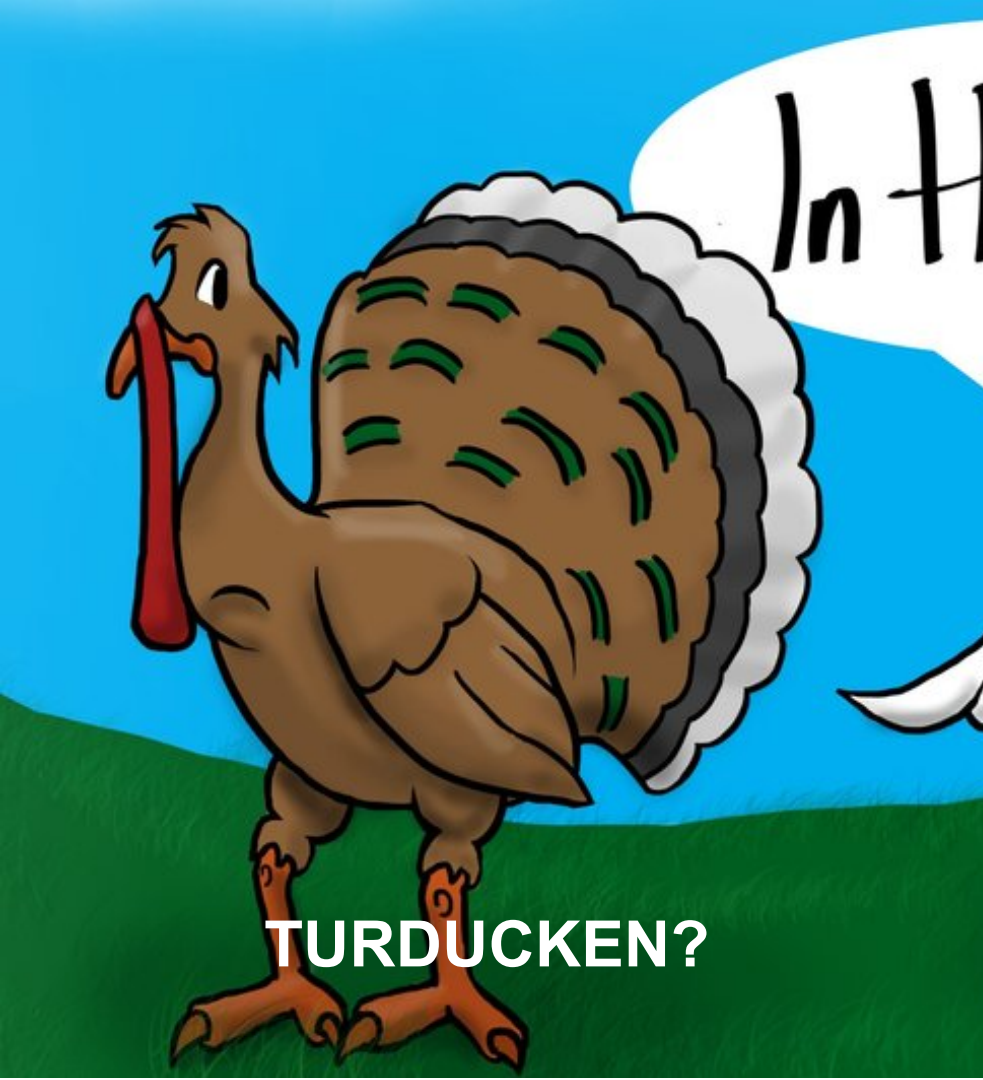
# SHARED GOALS TO SOLIDIFY THE OPERATING MODEL AND CULTURE

- DRIVE CULTURAL TRANSFORMATION AROUND THE CUSTOMER
- CONNECT TO ENTERPRISE GOALS
- CROWDSOURCE IDEAS
- SHARE GOALS ACROSS BRANDS AND INC.

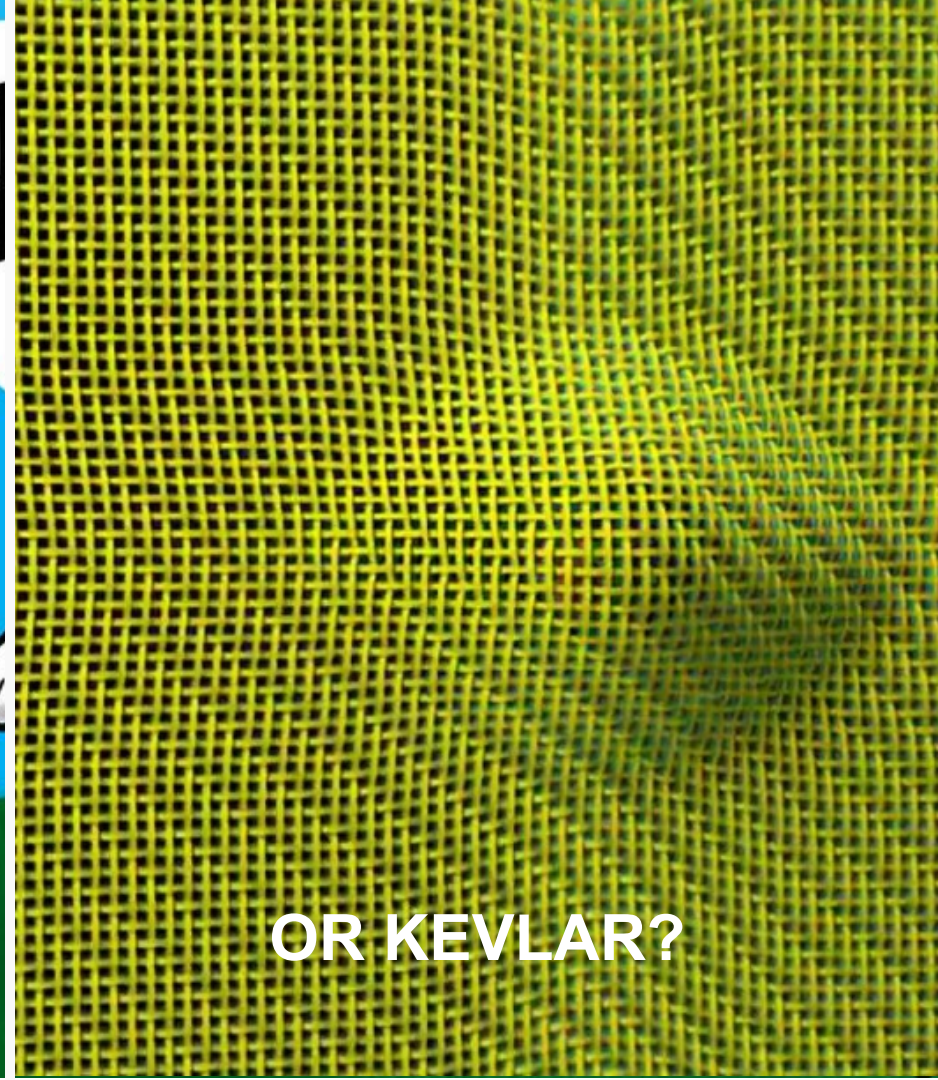


# UNDERSTAND CUSTOMER VALUE ECONOMICS



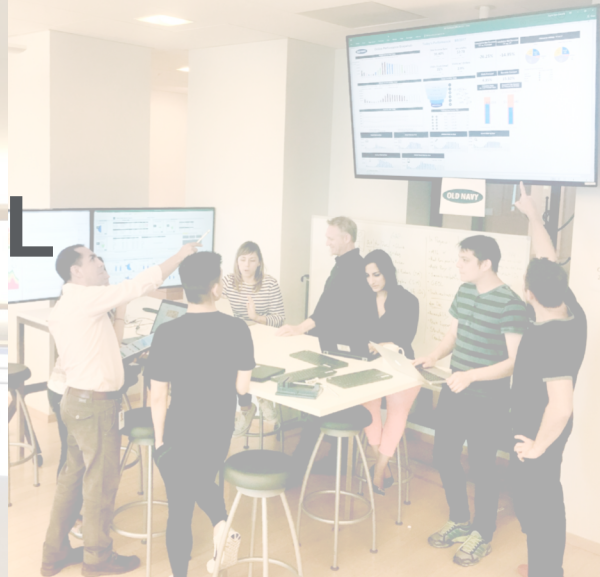


**TURDUCKEN?**



**OR KEVLAR?**

# CHANGE HOW WE WORK: LAUNCHED MISSION CONTROL





# ESTABLISH THE GAME PLAN

**FOUNDATIONAL: TAGGING,  
MEASUREMENT, MISSION CONTROL**

**FAST: SITE SPEED**

**KNOW THE CUSTOMER:  
PERSONALIZATION, NEW APPS,  
SEARCH**

**INSPIRE THE CUSTOMER:  
STYLING/OUTFITTING AND  
STORYTELLING**



# DELIVERING DIGITAL CAPABILITIES

**PROPRIETARY E-COMMERCE  
PLATFORM**

+

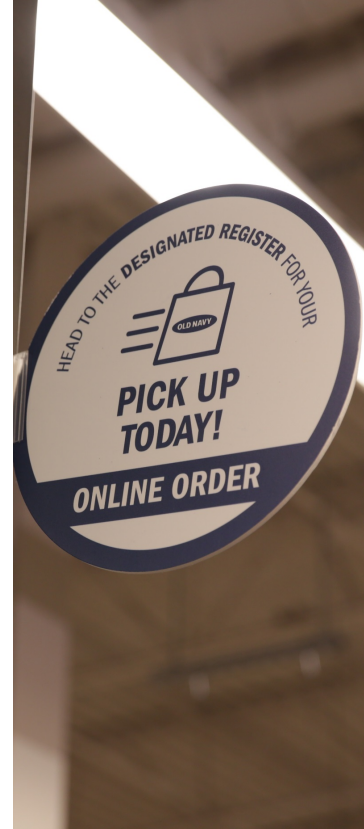
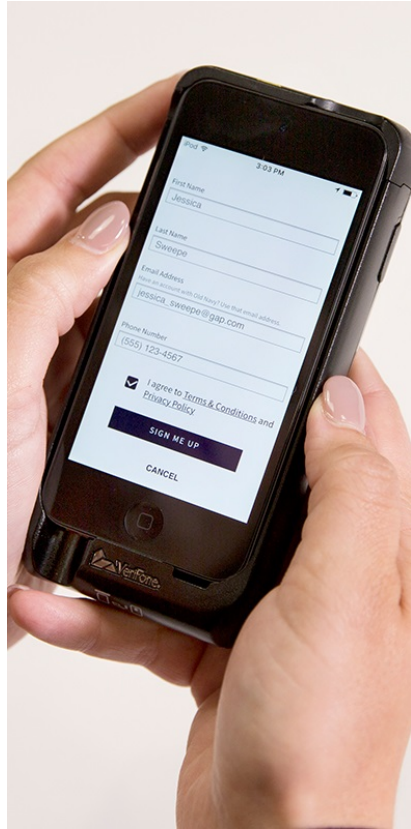
**EXPAND AND OPEN UP TO NEW  
PARTNERS**

---

**SPEED, EFFICIENCY, EXPERIENCE**



# CONTINUE TO TEST AND LEARN



THANK YOU



BANANA REPUBLIC



INTERMIX

Gap Inc.