



## Joseph DeVito Customer Experience Expert



Joseph DeVito, Customer Experience and Retail Expert, designs and executes strategic plans to strengthen sales and improve the customer experience for his clients.

DeVito is a Luxury Customer Experience and Retail Advisor to international brand strategy consultancy firm Millward Brown Optimor.

Previously he held the Retail Training Manager position at Gucci America, a global leader in luxury retail, where he has built a solid reputation in the industry as a hands-on business entrepreneur.

He was responsible for leading the Customer and Employee Experience Implementation process for Gucci in the Americas region, which has sharply improved business and the customer experience throughout directly operated stores, wholesale, and e-business operations.

DeVito has consulted with leading retailers including Saks Fifth Avenue, Bergdorf Goodman and Neiman Marcus. He works with all business areas to ensure the development, delivery and integration of a high quality experience.

During his fourteen year career with Gucci, DeVito was Director of Client Services and Corporate Gift, where he tripled sales over a three-year period and managed shopping services for celebrity clientele. His expertise encompasses business development, product design and development, advertising, special events and promotions, and public relations.

DeVito is a frequent guest speaker and member of The Luxury Marketing Council

He lives in the West Village of Manhattan.