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| Name | | Role |
| **Lawn & Garden Business Unit** | | |
| Martin Lee (cc on stakeholder meetings) | | VP, CMO – Tools, Lawn & Garden |
| Dean Schwartz (cc on stakeholder meetings) | | VP,GMM, Lawn & Garden |
| Peter Magnabosco (cc on stakeholder meetings) | | DVP, Multi Channel |
| Phil Reiter (Approver) | | Director, Marketing Planning |
| Diane York (Approver) | | Division Merchandise Manager |
| Lisa Brown (Approver) | | Manager, Marketing Planning |
| Charis Marquez (Approver) | | Senior Leadership Program Associate |
| **Account Management Team** | | |
| Chris Kraft | | DVP, Program and BU Account Mgr |
| John Harris | | Director, E-Commerce Product Management |
| Kim Pierce | | Senior Product Manager |
| **Project Management** | | |
| Dan Fanelli | | Program Manager |
| Kathryn Ferrell | Project Manager | |
| **User Experience Team** | | |
| Andrew Daniel | | DVP, Creative & UX |
| Kristen Miller | | Creative Director |
| ***Copywriting*** | | |
| Victor Pinto | | UX Copywriting Manager |
| Brooke Randel | | Copywriter |
| ***User Experience Architecture*** | | |
| Sam Rhee | | Senior User Experience Architect |
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| ***Visual Design*** | | |
| Pat Doran | | Art Director |
| Lindsay Austin | | Senior Designer |
| Christina Egan | Senior Designer | |
| ***Web Development*** | | |
| Brendan Gualdoni | | Director, Web Development |
| Dennis Huh | | FED |
| Carl Albrecht Buhler | | Developer, FED |
| Brian Greenacre | | Developer (Lead for Backend Development) |
| Sebastian Frohm | Developer (Release & Infrastructure) | |
| Dan Crimmins | Developer, Backend | |
| TBD | QA | |
| Hamid Shariff | Business Analyst | |
| ***Infrastructure, Operations & Engineering*** | | |
| David Arlt | Director, Infrastructure, Operations & Engineering | |
| Jeanne Englund | Project Manager | |
| **S.H.C Israel (Sears Social)** | | |
| Eui Chung | | DVP, Social Commerce |
| Ilona Piwko | | Product Manager |
| Maya Lerner | | Product Management |
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| **Content Management** | | |
| Annie Wang | | Director, Content & Item Management |
| Erin Mapes | | Lead Content Analyst |
| Kristin Koltz | | Content Analyst |
| **Enterprise CMS** | | |
| Uday Kelkar | | Director, E-Commerce Product Management |
| Scott Stokke | | Product Manager |
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| **Profile Team** | | |
| Adam Forbes | | Senior Product Manager |
| Eldridge Doubleday | | Senior UXA |
| Ryan Lutterbach | | Associate Creative Director |
| Iga Zyzanska | | Art Director |
| TBD | | Designer |
| Andy Freidenfelds | | Mgr, FED |
| TBD | | FED |
| Shyam Gourisetty | | Mgr, Development |
| **QA** | | |
| Reeja Devadanam SelineMary | | QA |
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| **Email Team** | | |
| Courtney Nagle | | Mgr. Marketing - Customer Direct |
| Scott Multer | | ACD Email Marketing |
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| **SYWR Team** | | |
| James Goodyear | | Director, Program Management |
| Greg Kohut | | Product Manager |
| Arpit Desai | | Tech Leadership Program Associate |
| Melinda Welch | | Manager, Loyalty Programs |
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| **Cart/Checkout Team** | | |
| Jennifer Giese | | Director, E-Commerce Product Management |
| Veera Sekhar | | Director, Engineering |
| Swami Abiramikumar | | Senior Engineer, Development |
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