Target appoints Bob DeRodes as Chief Information Officer; outlines updates on security enhancements
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- Target announced the company has hired a new technology leader to help guide the company's information technology transformation.
- Target also provided details on additional security enhancements the company has made following its 2013 data breach, and shared plans to incorporate MasterCard chip-and-PIN technology across its REDcard portfolio.
- Effective 5-May, Bob DeRodes will lead Target's information technology transformation as EVP and chief information officer.
- DeRodes will assume oversight of the Target technology team and operations, with responsibility for the ongoing data security enhancement efforts as well as the development of Target's long-term information technology and digital roadmap.
- The company is continuing its active search for a chief information security officer and a chief compliance officer.
- DeRodes has been a senior information technology advisor for the Center for CIO Leadership, the U.S. Department of Homeland Security, the U.S. Secretary of Defense, and the U.S. Department of Justice.
- New MasterCard Initiative and Commitment to Chip-and-PIN
  - Target also announced a significant new initiative as part of the company's accelerated transition to chip-and-PIN-enabled REDcards.
  - Beginning in early 2015, the entire REDcard portfolio, including all Target-branded credit and debit cards, will be enabled with MasterCard's chip-and-PIN solution.
  - Existing co-branded cards will be reissued as MasterCard co-branded chip-and-PIN cards.
  - Ultimately, through this initiative, all of Target's REDcard products will be chip-and-PIN secured.
  - Earlier this year, Target announced an accelerated $100M plan to move its REDcard portfolio to chip-and-PIN-enabled technology and to install supporting software and next-generation payment devices in stores.
  - The new payment terminals will be in all 1,797 U.S. stores by this September, six months ahead of schedule.
  - In addition, by early next year, Target will enable all REDcards with chip-and-PIN technology and begin accepting payments from all chip-enabled cards in its stores.

Reference Links:
- [Target Appoints New Chief Information Officer, Outlines Updates on Security Enhancements](#)

Industries: Consumer Financial Services, Retail (Department & Discount)
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