

Starbucks Appoints New Chief Digital and Information Officers
Friday, March 09, 2012 01:00:00 PM (GMT)

Adam Brotman and Curt Garner to lead digital and technology innovation

Starbucks Coffee Company (NASDAQ: SBUX) today announced the promotion of two senior leaders as the company continues to innovate in the way it engages, recognizes and rewards customers and partners (employees) through meaningful digital experiences. Adam Brotman was appointed chief digital officer and Curt Garner was named chief information officer.

“Over the past several years, there has been a seismic shift in consumer behavior in large part because of the rapid adoption of social and digital media as a primary means of connection and communication,” said Howard Schultz, Starbucks chairman, president and ceo. “At Starbucks, we have recognized this shift and have made it a priority to establish a position on the leading edge of innovation and are now taking this a step further. Adam, Curt and their respective teams will continue to lead the way as we accelerate our digital and technology investments.”

Brotman, who most recently served as senior vice president, Starbucks Digital Ventures, will take on an expanded role as chief digital officer, reporting to Schultz. As the chief digital officer, he will have responsibility for Starbucks core digital businesses, including web, mobile, social media, card, loyalty, e-commerce, Wi-Fi, and the Starbucks Digital Network. Brotman will also lead the company’s emerging in-store digital and entertainment teams.

The creation of the chief digital officer role and Brotman’s promotion build on what started during Starbucks transformation with the launch of My Starbucks Rewards program and My Starbucks Idea. Over the past four years, these initiatives have grown to include the creation of the Starbucks Digital Network and a store design approach in New York City featuring an increased digital presence allowing customers to contribute in-store to online conversation real time.

Prior to joining Starbucks in April 2009, Brotman held several key leadership positions at leading digital media companies, including senior vice president at the digital image licensing and e-commerce company Corbis, and founded PlayNetwork, Inc., a leading provider of in-store digital media and entertainment services for businesses worldwide.

As chief information officer, Garner will oversee Starbucks global technology and engineering services for all Starbucks businesses and operating organizations. These services include: retail technology, business intelligence, software engineering, technology services, information security, finance systems, global infrastructure, as well as infrastructure systems across all Starbucks channels and geographies.

During his 14-years as a Starbucks partner, Garner has served in a number of roles. Most recently he served as senior vice president of Business Technology, supporting retail technology as well as international technology. In his new role, Garner will report to Starbucks chief financial officer, Troy Alstead.

Over the past four years, Starbucks has made significant, technical upgrades in its retail business through investments in global labor management, point of sale and inventory management systems. These technology infrastructure investments provide the company with valuable insight, productivity and efficiency benefits and provide the platform for future technology innovation in partner engagement and mobile payment platforms.

Brotman and Garner will be members of the Starbucks Senior Leadership Team.

These promotions follow Stephen Gillett’s resignation as chief information officer and executive vice president, Starbucks Digital Ventures.

“In his four years at Starbucks, Stephen helped us transform how we view and use technology to connect with our customers, our partners and grow our business,” said Schultz. “We wish Stephen well in his new endeavors at Best Buy.”

About Starbucks Corporation

Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting the highest-quality *arabica* coffee in the world. Today, with stores around the globe, the company is the premier roaster and retailer of specialty coffee in the world. Through our unwavering commitment to excellence and our guiding principles, we bring the unique *Starbucks Experience* to life for every customer through every cup. To share in the experience, please visit us in our stores or online at www.starbucks.com.

--30-- RB/SE

Contact:

Starbucks Coffee Company
Media Relations, +1-206-318-7100
press@starbucks.com

Copyright Business Wire 2012
1.2

Industries: Food/Beverage, Retail

Languages: English

Primary Identifiers: SBUX-US

Related Identifiers: SBUX-US, SBUX, US855244109

Source: Starbucks Coffee Company

Subjects: Personnel