



The O Alliance

For Immediate Release

## **THE O ALLIANCE ANNOUNCES KEY EXECUTIVE APPOINTMENT**

### ***Names Former Delia's CEO and J. Crew COO as Managing Director***

New York, NY – October 16, 2014 – The O Alliance, a new consulting firm helping retailers to create circular commerce, today announced that it is expanding its senior management team with the appointment of retail industry veteran and multi-channel expert Walter Killough as a Managing Director. In this role, Mr. Killough will be responsible for business development, strategic partnerships and overall day-to-day management of the company.

Mr. Killough brings more than 13 years as an executive overseeing the operations for multi-channel, brick-and-mortar retail, catalog and e-commerce businesses, most recently as the CEO of Delia's, a publicly traded multi-channel junior business. During his nearly 10 years with the firm, where he also served as COO, Mr. Killough was responsible for operating a 100 store retail chain and multi-title catalog and internet businesses. Mr. Killough developed and implemented strategic operating plans to improve productivity in the store, catalog, and web businesses, through new initiatives in marketing, IT, and operations. Prior to Delia's, Mr. Killough was COO of J. Crew Group, where he was responsible for all sourcing, logistics, warehousing and operated the direct-to-consumer business that included catalog and e-commerce.

"Walter is a proven strategic leader for both private and public companies, with a diverse marketing, operating, and financial background in omni-channel retailing," said Andrea Weiss, Founder of The O Alliance. "We are very pleased to welcome him on board as we continue to develop high-level business strategy and tactical execution plans for companies at various stages of growth."

Mr. Killough commented, "I am excited to join The O Alliance, and look forward to leveraging my deep understanding of complex multi-channel businesses to help companies improve profitability and deliver a circular shopping experience."

Mr. Killough is a former Board Member of Delia's and holds a B.S. in Business Administration from Villanova University. He currently resides in Mahwah, NJ with his wife.

### **About The O Alliance**

The O Alliance is a new consulting model that leverages a network of transformational practitioners with expertise in all of the critical areas that will unlock value and empower a retailer - digital/technology, operations, change management, marketing and talent. Designed to align a retailer's organizational practices with today's digitally savvy consumer, The O Alliance's holistic approach delivers customer focused strategy and solution driven execution that creates a circular shopping ecosystem. For more information visit [www.theoallianceconsulting.com](http://www.theoallianceconsulting.com).

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