

The Museum of Modern Art

For Immediate Release
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THE MUSEUM OF MODERN ART HIRES JAMES D. GUNDELL FROM BLOOMINGDALE'S TO OVERSEE ALL OF ITS RETAIL OPERATIONS

Glenn D. Lowry, Director of The Museum of Modern Art, announced today the appointment of James D. Gundell as the new Director of Retail Operations, effective mid-August 1997. Mr. Gundell comes to MoMA after an eighteen-year career at Bloomingdale's where he is Senior Vice President and General Merchandise Manager. In his new position, Mr. Gundell will be responsible for overseeing all of the Museum's retail operations, including The MoMA Book Store, The MoMA Design Store, trade sales, and catalogue operations.

"Jim has a rare combination of strong leadership skills and diverse retail experience, including merchandising, retail operations, and general management," said Mr. Lowry. "As we look toward expanding the Museum, Jim is capable of setting the retail vision and driving business growth for the Museum stores and our various trade and wholesale divisions. We are thrilled to have him on board."

"I am looking forward to this exciting, new challenge," said Mr. Gundell. "To be part of the future of a major cultural institution such as The Museum of Modern Art is an opportunity that I couldn't pass up."

Mr. Gundell started at Bloomingdale's as an Assistant Buyer and rose rapidly to Department Manager, Buyer, and eventually Group Buyer within five years. He was promoted to Divisional Merchandise Manager in 1984 at the Bloomingdale's Willow Grove, Pennsylvania

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store, and then became its Store Manager. In 1986, he returned to the buying organization in Manhattan, branching into new product categories, as a Divisional Merchandise Manager—first in Junior and Better Sportswear and then in Home Textiles. In 1991 he became General Manager of the Manhattan store. Mr. Gundell served in this position for three years during which time retail volume grew significantly and programs to enhance customer satisfaction were implemented. Having served successfully as Bloomingdale's General Manager, he was promoted to his current position.

Born and raised in Rye, New York, Mr. Gundell earned his B.A. in romance languages from the University of Pennsylvania. He resides in Manhattan.

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