

# Target appoints new CMO

Target has appointed Cara Sylvester as its new chief marketing and digital officer, replacing Rick Gomez, who moves to a new role as executive vice president and chief food and beverage officer.

Sylvester, who also assumes the role of executive vice president of the company, previously held a number of buyer roles at Target since 2009, most recently serving as senior vice president of merchandising for home products.

In her new role, She will be responsible for deepening affinity for the Target brand across all platforms, as well as expanding Target's loyalty programme and in-house media company.

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