



Deanna Steele Named CIO of Advantage Solutions

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Deanna Steele, formerly executive vice president, chief information and digital officer for J.Jill, has joined Advantage Solutions as chief information officer.

As CIO, Steele will be instrumental in developing Advantage's information technology strategy and lead day-to-day IT operations, integrating Advantage's business and technology; identifying high-value, revenue-generating solutions; focusing on the development of new, business-critical applications; and delivering projects and a high standard of service.

She reports to Advantage CFO and COO Brian Stevens.

Steele comes to Advantage with more than 25 years of retail, business-to-consumer, business-to-business and consulting industry experience in business transformation, centralization, decentralization and divestiture. She has led IT and digital organizations in companies in various stages of startup, acceleration and turnaround, including Ingram Content Group, Ascena Retail Group (Lane Bryant, Catherines and Justice) and Express Inc., among others. Her experience includes omnichannel and global business, strategy, operations, technology, cloud, analytics, security and team and talent development.

"Deanna is an action- and results-oriented thought leader whose vast experience in setting effective IT strategy and executing IT initiatives will ensure we continue to advance our capabilities as a data-driven organization. Our goal is to always be at the forefront of innovation so that we can proactively identify and solve our clients' and customers' problems, grow their business and add value," Stevens said. "As a leader, she places significant value on people and teamwork, process and operational improvement, and successful project management. We're very excited to welcome Deanna to the Advantage family."