

Signet Jewelers CEO Speaks About Connected Commerce with Fast Company

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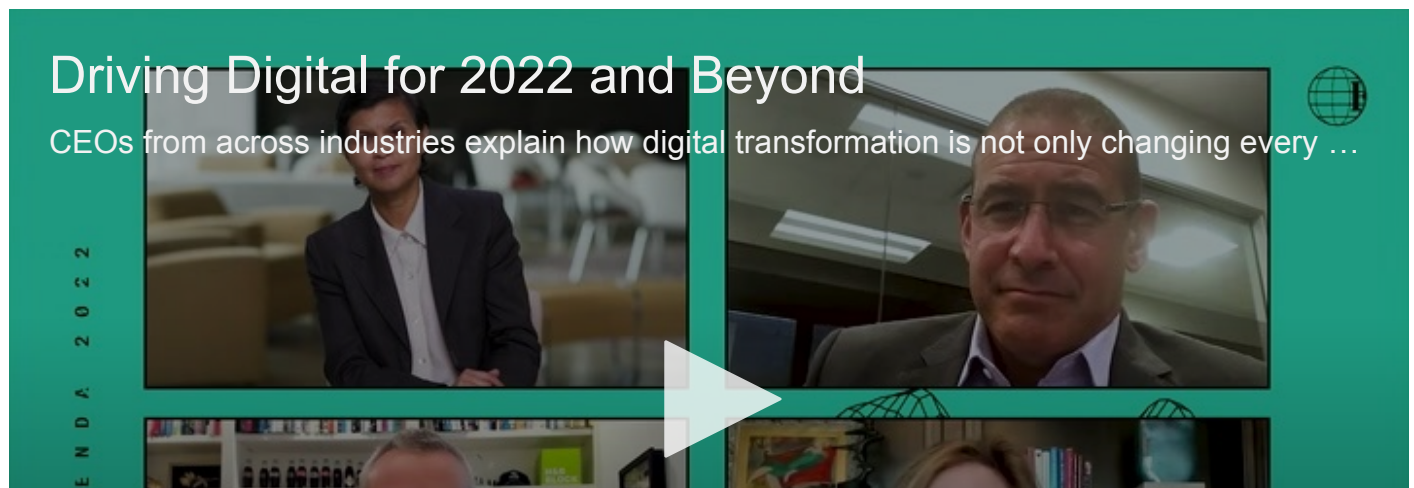
Signet Jewelers CEO, **Gina Drosos**, recently appeared on a panel as part of Fast Company's Innovation Festival 360 to discuss the company's digital transformation and strides in connected commerce.

She discussed Signet's digital innovations, including:

- How the company was able to quickly pivot during the pandemic and empower store teams to serve customers virtually in new ways
- How Signet scaled up a team of 700 fully trained virtual jewelry consultants to better serve customers
- Consumer-inspired enhancements such as buy-online pick up in-store and flexible fulfillment to help ensure customers can access Signet's inventory across our locations
- The ongoing focus of Signet's teams to continuously improve connected commerce offerings so customers can shop however and wherever they choose

During **the panel discussion**, CEOs from across industries explained how digital transformation is not only changing every aspect of business—it is informing strategy, goal setting, and corporate ambitions.

Watch as Gina describes how Signet is driving digital in 2022 and beyond:





Learn more about **Signet's Inspiring Brilliance strategy** designed to establish Signet as the growth and innovation leader of the jewelry industry.