

## Seasoned Retail Executive Joins The Parker Avery Group

### The Parker Avery Group Enhances Its Leadership Team

**ATLANTA, GA – June 9, 2014** – The Parker Avery Group, an Atlanta based boutique retail consulting and strategy firm, is pleased to announce that retail industry veteran Clay Parnell has joined the firm as President and Managing Partner. Parnell brings 26 years of deep retail consulting and industry experience working in all facets of the industry, most recently as Vice President Merchandising Operations at Belk, where he helped lead the company’s far reaching merchandising transformation.

“We are honored to have Clay join The Parker Avery Group,” says CEO Robert Kaufman. “Clay’s many accomplishments as a consultant, software, and industry executive speak volumes about his knowledge, work ethic and can-do attitude. I am personally very excited to have the opportunity to once again work with him, and I look forward to partnering with him in leading the firm to new heights.” Kaufman continues, “I know Clay will bring passion, strategic vision and an inner calm that will be extremely well-received by our clients and will be a model for members of the firm to follow.”



**Clay Parnell,**  
President &  
Managing Partner

Parnell has an extensive track record as a successful consultant to senior executives of leading retailers. He brings to Parker Avery a broad spectrum of experience across functional disciplines, including merchandising, buying, planning, supply chain and omnichannel, as well as related systems and technologies. As President and Managing Partner, he will have responsibilities to further strengthen the firm’s offerings, methodologies and experience, as well as work directly with clients in delivering Parker Avery services and value.

“This was an easy decision for me,” states Parnell, in speaking of joining the consultancy. “The Parker Avery Group has such a valuable brand in retail which you do not find at many consulting firms. The combination of firm size, track record of success, client relationships, and the growth potential for the firm, are truly second to none. I’ve known Robert and others at Parker Avery for years, and I am excited to be working with such a strong team.”

Parnell has worked with some of the world’s leading retailers including Macy’s, Walmart, The Limited (now L Brands), Cabela’s, Advance Auto Parts, Kirkland’s, Office Depot, Publix, Meijer and Wegmans.

#### About The Parker Avery Group

The Parker Avery Group is a boutique strategy and management consulting firm. The firm’s professionals serve as trusted advisors to leading retail and apparel brands. Parker Avery combines solid retail industry experience with proven consulting methodology to deliver measurable results. They specialize in merchandising, supply chain and the omnichannel business model, integrating customer insights and the digital retail experience with strategy and operational improvements. The Parker Avery Group helps clients develop enhanced business strategies, design improved processes and execute global business models. To learn more about the firm’s client success stories, please visit Parker Avery at [parkeravery.com/insights.html](http://parkeravery.com/insights.html)

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