

Best Buy Web Commerce Gets Starbucks CIO

Written by Marco Attard
14 March 2012

Best Buy names former Starbucks Chief Information Officer Stephen Gillett as executive VP and head of digital and global business services, starting from March 14.



The announcement arrives days after the departure of Geek Squad founder Robert Stephens from the retailer.

Gillett will be overseeing BestBuy.com and other e-commerce efforts, such as the integration of online sales with struggling brick and mortar outlets. His CV includes experience with Yahoo, CNet Networks and Sun Microsystems, as well as Starbucks-- where he headed the launch of Starbucks Digital Networks, an in-store digital network created in partnership with Yahoo.

He is also well known on the virtual World of Warcraft universe, where he is described as "one of the most innovative Guild Masters."

Gillett says Best Buy "has a unique and compelling advantage because it touches customers in so many different ways" when it comes to integrating stores, digital, mobile and social media within a multichannel offering.

Go [Best Buy Names Former Starbucks Executive Stephen Gillett EVP and President, Best Buy Digital and Global Business Services](#)