

Apple Retail VP Resigns

Written by Marco Attard
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Apple VP of retail and potential division SVP candidate Jerry McDougal resigns, the company confirms to AllThingsD, as the search for a new head of Apple retail continues.



Replacing McDougal is 15-year Apple veteran and VP of finance Jim Bean.

The company gives no reasons for McDougal's resignation, and unnamed sources only say he wants to "spend more time with his family."

"Retail has an incredibly strong network of leaders at the store and regional level, and they will continue the excellent work they've done over the past decade to revolutionize retailing with unique, innovative services and a focus on the customer that is second to none," an Apple statement says.

In the meantime the company continues searching for a head of retail following the ousting of former Dixons CEO John Browett, the replacement to "Genius Bar" creator Ron Johnson. Browett reportedly issued a number of unpopular orders in order to create a "leaner" Apple retail operation in the name of boosted profits-- only Apple does not want a cadre of unhappy Geniuses messing up its famed retail "experience."

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