

## NEIL FISKE

*Chief Executive Officer*  
Bath & Body Works

Neil Fiske is the Chief Executive Officer of Bath and Body Works. In his position at Bath & Body Works, Mr. Fiske's area of focus is brand definition and strategy, and raising the level and pace of innovation. Mr. Fiske is also responsible for category and seasonal planning processes, the integrated brand marketing and event calendar, and sub-brand definition and positioning.

Prior to joining Bath & Body Works, Neil Fiske was managing partner of The Boston Consulting Group's Chicago office, one of the firm's largest and most highly regarded offices. Mr. Fiske worked with BCG for nearly 14 years, where he specialized in consumer goods, retail and brand leadership. In his last six years at BCG, his client work has focused exclusively on Limited Brands businesses. He has been integral to the brand work at Victoria's Secret, Express, and Bath & Body Works.

Mr. Fiske received an MBA from the Harvard University Graduate School of Business and a BA in political economy from Williams College. Prior to attending business school, Mr. Fiske was a legislative advisor to Congressman and Senator Timothy E. Wirth (D-CO).

He is co-author of the book, *Trading Up: The Transformative Power of Mass Luxury Brands* (Penguin Putnam, Fall 2003).