



Rick Gomez

Executive Vice President, Chief Marketing, Digital and Strategy Officer

Rick Gomez is executive vice president, chief marketing, digital and strategy officer for Target Corporation.

Rick joined Target in 2013 as senior vice president of brand and category marketing, where he led marketing efforts across all merchandise categories and seasonal campaigns like holiday and back to school.

He was named chief marketing officer in 2017, overseeing all of Target's marketing and media strategy, creative, guest research, loyalty, and corporate responsibility efforts. In 2019, Rick was named head of Target's e-commerce business and digital strategy, and later that year assumed leadership of Target's enterprise strategy team.

Prior to Target, he served as vice president of brand marketing at MillerCoors. He also held multiple leadership roles at PepsiCo, including chief marketing officer of the non-carbonated beverage portfolio. Rick began his career in brand management at the Quaker Oats Company.

Rick received a B.A. from Dartmouth College. He currently serves on the boards of the ANA (Association of National Advertisers), Brandweek, and GLSEN (Gay Lesbian Student Education Network).

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Contact: Target Media Hotline, (612) 696-3400
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