



Cara Sylvester

Executive Vice President and Chief Marketing and Digital Officer

Cara Sylvester is the executive vice president and chief marketing and digital officer for Target Corporation. In this role, Cara is responsible for Target's marketing, media and creative strategy, as well as its loyalty program, Target Circle, and in-house media company, Roundel. She also leads Target's e-commerce business and digital strategy.

Cara joined Target in 2007 and has held a variety of leadership roles across strategy and merchandising. She most recently served as senior vice president of home, where she drove significant sales and share growth while increasing the category's digital penetration to a leading position within the company. In her role as vice president of beauty, Cara led the launch and evolution of Target's Beauty Concierge program, a high-touch service model that was the first of its kind among mass retailers. Prior to joining Target, Cara worked at Deloitte Consulting in Chicago.

Cara received her bachelor's degree from the University of Illinois at Urbana-Champaign and earned an MBA from the Kellogg School of Management at Northwestern.

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