



Elina Kazan is a senior level executive with an extensive career specializing in retail, fashion, beauty, and branded entertainment communications. Having worked at Macy's leading media and public relations strategies for over 300 high volume stores including the retailer's iconic Herald Square flagship, Elina is a trusted C-suite advisor and resource to international and national media. Her career has spanned numerous retail touchpoints including new business initiatives, market entries, shop openings, renovations, rebrands, and corporate reorganizations.

She is the founder of her own consulting company working with B2B retail tech, DTC ecommerce businesses and non-profit organizations. Mentoring emerging designers on marketing as an advisory committee member of The Philadelphia Fashion Incubator, she will serve on the board of the New York Women in Communications.