



OUR PEOPLE: CLARK

Our legacy of customer service is built on real experiences and our salespeople help make this possible. One of these champions of service is Clark, a salesperson at our Men's Store in NYC.

Clark joined Nordstrom in March 2018 to help open our NYC Men's Store. In his short time with Nordstrom, he's already made a big impact — helping build our reputation in NYC, winning our prestigious All-Star Award for exceptional customer service and defining what it means to be customer obsessed.

How were you introduced to Nordstrom?

I'm originally from Maryland where my mom shopped at the local store all the time, so I feel like I was raised on Nordstrom. My mom and dad are both in law enforcement and work for the U.S. military, so they have to wear uniforms a lot of the time. Any opportunity where my mom doesn't have to wear her uniform — she's wearing something from Nordstrom. The day the NYC Flagship opens is actually my mom's birthday, and she's coming to the opening to shop.

I've always wanted to join a company that was family oriented, so I was excited when I saw an advertisement that Nordstrom was hiring for their new Men's Store. It was a no-brainer for me to apply.

What's been a highlight at Nordstrom so far?

I've been here almost two years and I got to be a part of the New York Men's Store opening. I knew how long the company had been trying to establish a presence in New York, so it was a great moment to be a part of — not only a store opening, but also something new for the company. We all had butterflies on opening day; the Nordstrom family was there, and it was all so exciting in the best way.

One of the top things that stuck out to me when I started was the morning store rally. I had never experienced anything like that at another company. The employees come together and set the tone for the day, which creates this amazing energy. As soon as customers walk in, we give off that same upbeat energy. We have those rallies every day, and I think that's a phenomenal thing that we do.

What does a great day look like?

Hearing back from my customers, via email, text, phone call or style board always makes for a great day. I used to try to maximize my time by talking to every single person, but I realized it was better to build deeper relationships and to focus

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on the personal moments. Now I'm able to better follow up with each customer to see how their items are working out, where they've worn them or just thanking them for coming in to see the store and getting feedback. If I can reach out to five people and get responses, that's a great day.

What about NYC excites you the most?

I love the art and the street style in New York. I'm known as "The Art Hopper" — I will find the art. I love going to Peaches in Brooklyn for granola French toast and then going to an art gallery, whether it be the Whitney, the Met or some smaller gallery. Then I'll walk the High Line — it's a great place to recharge. The scenery is beautiful and it's a great place to reflect on things I've done well and get direction on where I'm going.

My favorite place to check out street style is SoHo. It's a touristy area, so there are always people from all over the world who are usually very knowledgeable on fashion. The variety of styles is very inspiring.

Why do you like working for Nordstrom?

Nordstrom has a very family-oriented environment, not just for the employees but the customers as well. Not many places have generational customers — I often hear, "my grandma shopped here, my mom shops here and now I'm here shopping with my daughter." Most places are so focused on the transaction, that they don't follow up on the relationship and I feel that's something that makes Nordstrom different.

I also really appreciate the benefits Nordstrom offers like the 401(k) plan, and specifically the commuter benefits. Nobody drives in NYC, so I take the train to work every single day. The commuter benefit basically pays for my travel, so I can use that money toward other things.

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