

Shop.org Announces New V.P.

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E-commerce veteran Josh Greene joined National Retail Federation's Shop.org, an online community for e-commerce and multichannel retailers, to head up its member services team. In his new position as vice president of member services, Greene will oversee the division's entire membership recruitment and retention initiatives and will create, develop and execute existing membership programs and services.

In addition, Greene will collaborate with NRF's government relations staff to execute policy and advocacy strategies that promote, protect and advance the digital retail industry. He also will serve as a liaison to Shop.org's policy advisory group, develop industry initiatives, such as best practices or standards, and manage Shop.org's Ray M. Greenly Scholarship fund.

Greene comes to Shop.org from Discovery Communications where he was director of online marketing and business development. At Discovery, he oversaw online marketing, direct response television, corporate gifting and partner programs for DiscoveryStore.com. In that role, he was an active member of Shop.org, contributing frequently to its blog and using Shop.org events to connect with peers.

Prior to Discovery Communications, Greene was director of e-marketing for Time Warner Cable and director of e-marketing for Road Runner. He has been a frequent speaker at industry events, including the Search Engine Strategies Conference and Expo and the Ad:Tech conference, among others. Greene is a graduate of the State University of New York at Binghamton.