



Biography for Jacqueline Ardrey, CEO, Vera Bradley, Inc.



Jacqueline Ardrey is a highly accomplished, results-oriented leader with more than 25 years of experience leading multi-channel retail enterprises. She is well-regarded in the industry for her strategy-focused approach, innovative thinking, commitment to talent building, and strong record of operational excellence.

As President and CEO of Vera Bradley, Inc. (VRA), Ardrey leads two iconic, omni-channel lifestyle brands: handbag, luggage and gift retailer Vera Bradley and jewelry and accessories retailer Pura Vida. She is focused on inspiring curiosity and innovation within the company to ensure the iconic brands remain relatable and relevant to consumers.

Before joining Vera Bradley, Inc. in November 2022, Ardrey held the post of President at home furnishings and seasonal décor catalog and online retailer Grandin Road, part of the Qurate Retail Group. Ardrey's previous roles include CEO of Trading Company Holdings; Senior Vice President of Merchandising and Supply Chain for iconic omnichannel gourmet food and gifting brand Harry and David; and Senior Vice President of Merchandising, Design and Wholesale at multi-channel high-end children's retailer Hanna Andersson, where she spent 14 years in various roles of increasing responsibility. Ardrey began her retail career with the May Company after earning a bachelor's degree in Communications from Penn State University.