

Limitedbrands

Edward G. Razek

President, Limited Brand and Creative Services
Chief Marketing Officer, Limited Brands

Ed Razek is President & Chief Marketing Officer, Brand & Creative Services, for Limited Brands. Mr. Razek is responsible for the in-house branding and marketing for all Limited Brands fashion brands, including Victoria's Secret, Express, Express Men's, Bath & Body Works, and The Limited. He has a total staff of over two hundred and budgets in excess of a quarter of a billion dollars, one of the largest in the fashion industry.

Mr. Razek joined Limited Brands in 1983, as Vice President, Marketing Limited Stores, and was one of the chief architects of the highly successful *Forenza* and *Outback Red* private label brands. In 1993, he was promoted to Vice President, Director of Marketing for Limited, Inc., working directly with Les Wexner on a broad range of marketing issues across all Limited retail businesses.

For the past ten years, Mr. Razek has been a significant contributor to Victoria's Secret's transformation into one of the most powerful brands in the world. His cutting edge television commercials, internationally recognized fashion show, and break through public relations efforts lead the industry and consistently rank among the most effective brand communication vehicles anywhere.

The fashion show is acknowledged as a particularly powerful brand building vehicle. Seen by more people than all other fashion shows combined, it has set records for web viewership, is the only network televised brand event, and has raised millions for charity.

Mr. Razek has been named one of the Top Marketers in the World on several occasions, and Fashion Marketer of the Year. He is also on the board of the James Cancer Center at the Ohio State University.