

Limited brands

Neil Fiske

Chief Executive Officer
Bath & Body Works

Neil Fiske currently holds the position of Chief Executive Officer for Bath & Body Works. Since 2003, Neil Fiske has been leading the transformation of Bath & Body Works from its country inspired gingham heritage to a modern apothecary of beauty and wellbeing. Today the specialty store sells not only its own branded product lines, but leading beauty brands as well, including Patricia Wexler M.D., Frederic Fekkai, Slatkin and Company, Henri Bendel, American Girl, Goldie, and C.O. Bigelow.

Prior to joining Bath & Body Works, Neil Fiske was managing partner of The Boston Consulting Group's Chicago office, one of the firm's largest and most highly regarded offices. Mr. Fiske worked with BCG for nearly 14 years, where he specialized in consumer goods, retail and brand leadership.

He is co-author of the book, [Trading Up: The New American Luxury](#) (Penguin Putnam, Fall 2003), which was awarded the 2004 Berry- American Marketing Association (AMA) Foundation Book Prize for innovative ideas and impact on marketing and related fields.