



20 years in Executive Search

Areas of Expertise:

Fashion, Sales, E-commerce,
Retail/Wholesale, Marketing,
Creative, Customer Experience,
Finance

Her Practice: Alana places executives from Vice President to C-Suite across retail, services, e-commerce, and consumer goods. She has recruited leaders from startups to large scale publicly and privately held growth organizations.

Her Background: Alana Nala's recruiting career spans over 20 years, with predominantly high growth retail and B2B companies in talent acquisition and executive search roles. Beginning her career at Coldwater Creek, Alana was with the company as it grew from \$360 million to a \$1 billion omni-channel retailer and was acquired by private equity. Her role expanded to Head of Recruiting and the HR Business Partner function over her ten years with the company. At Amazon, Alana recruited for both senior leadership and mid-management roles for the company's fastest growth division (retail and fashion). During her tenure, she also led recruiting efforts for their Manhattan based luxury fashion brand, which was a Jeff Bezos initiative.

In 2015, Alana founded an independent search firm with a focus on mid-to-senior level hires for manufacturing, retail and wholesale companies. From 2017 until 2021, Alana worked for Firewood Marketing, which was later acquired by Media Monks, a digital marketing and strategy company hiring for clients including Google, YouTube, LinkedIn, Airbnb, and Meta. In her final role, as Global VP of Talent, she led a team across 15 countries, measurably improved diversity hiring, reduced time-to-fill, and supported company growth from 130 to over 1,500 employees.