

Profile_Vaidyanathan Seshan
(For external purpose)

Vaidyanathan Seshan is Senior Vice President - International Technology and Head of India Technology Hub at lululemon athletica Inc. Mr. Seshan joined lululemon in 2018 as Vice President- Global CRM, Data Analytics, Brand & Marketing Technology and has played an instrumental role in supporting innovative technology to enable the growth of lululemon's retail business and enhance guest experiences globally. In October 2021, Mr. Seshan led the launch of the India Tech Hub of lululemon, to leverage the business opportunity, technological innovation and establish the brand presence in the country.

Mr. Seshan is committed to building the SSC, lululemon as an employer of choice in retail sector in India for technology professionals. His focus is to drive the brand purpose in India by providing opportunities to people to elevate their potential by helping them feel their best physically, emotionally and mentally.

Prior joining lululemon, Mr. Seshan served as Divisional Vice President- Merchandising Systems & Business Intelligence/Analytics at Recreational Equipment Inc., for 3 years and spent over a decade at Nordstrom, United States, as the Director of Enterprise Information and Analytics.

A proven leader in building high-performance teams, Mr. Seshan has Master's degree in Computer Science from the University of Missouri – Kansas City. He also served as an Advisory Board Member at University of Washington for Master of Science in Information Systems Program to educate and develop professional in technology.