NIC+ZOE Appoints Donna Tobin Chief Marketing Officer

BOSTON, MA, UNITED STATES, September 18, 2026 /EINPresswire.com/ -- NIC+ZOE Names Donna Tobin Chief Marketing Officer

Appointment follows Tobin's five-month engagement as Interim Brand + Marketing Executive


Donna Tobin, CMO NIC+ZOE

BOSTON, Mass. — September 18, 2026 — NIC+ZOE, the Boston-based women's fashion brand known for its artful prints and effortlessly versatile style has appointment Donna Tobin as the brand's Chief Marketing Officer. Tobin steps into the newly expanded leadership role following a five-month consulting assignment as the company's Interim Brand + Marketing Executive.

During her interim tenure, Tobin worked with NIC+ZOE's leadership team on strengthening the brand's awareness, evolved the overall integrated marketing strategy, brand creative imagery, and messaging. She also played an integral role in marketing the launch of nz by NIC+ZOE, the company's new collection designed for younger audience across digital and print platforms.

As Chief Marketing Officer, Tobin will oversee brand strategy, creative, website content, PR, social media, events, partnerships, product collaborations, and integrated marketing initiatives across NIC+ZOE's retail, wholesale, and digital channels. She oversees all agency relationships and will continue to work closely with CEO Avra Myers to modernize the brand, deepen its emotional connection with customers, and accelerate the brand's next phase of growth.

"Donna has already made a tremendous impact on NIC+ZOE, bringing a fresh perspective, bold creative thinking, and an ability to turn strategy into meaningful action," said Myers. "She understands how to evolve a brand while honoring what customers have always loved about it. Our partnership is grounded in trust, shared passion for the brand, and a willingness to

challenge conventional thinking. Donna's positivity, creativity, innovative mindset, and diverse leadership experience will be instrumental in shaping the future of NIC+ZOE."

The appointment reunites Tobin and Myers, who previously worked together at J.Jill, where Myers served as Chief Merchandising Officer and Tobin led brand marketing. Together, they were part of the leadership team that helped turn the business around and elevate the brand—aligning product, merchandising, and marketing around a clear, relevant customer proposition. They are now applying that same collaborative approach at NIC+ZOE, bringing brand, product, and integrated marketing closer together to build a more contemporary, emotionally resonant, and growth-focused business.

"Avra and I share a belief that the strongest brands are built when product, creative and marketing work together around a singular vision," said Tobin. "NIC+ZOE has an incredibly loyal customer base, a distinctive design point of view, and tremendous opportunity ahead to further increase brand awareness and revenue growth. Over the past five months, I've seen firsthand the talent, passion, and incredible potential within this organization. I'm excited to continue partnering with Avra and the entire team to introduce NIC+ZOE to a new generation of women while creating even more relevance for the customers who already know and love NIC+ZOE."

Tobin brings extensive experience transforming and growing brands across fashion, consumer products, advertising, and media. Before joining NIC+ZOE, she served as Global Chief Marketing and Communications Officer of DDB Worldwide where she led the agency's global marketing and communications and helped elevate the agency's creative reputation from #3 to #1 in the world to become Global Network of the Year at the Cannes Lions Festival of Creativity in 2023. She was a member of DDB's global leadership team, AI Council, Sustainability Council, OmniWomen's North America Board, was selected as a Gerety Grand Jury Member 2024 and as Jury Member for The Drum's PR Awards, named PR Daily's Woman of the Year 2024, and Marketing Edge CMO to Watch in 2023. Tobin was also a member of the Forbes Communications Council and was a contributing writer for Forbes. Her previous leadership experience includes senior roles at J.Jill, Ocean Spray, Hasbro, Kantar, and the American Association of Advertising Agencies.

About NIC+ZOE

NIC+ZOE is a Boston-based women's fashion brand inspired by art, color and the belief that getting dressed should feel effortless. Known for its proprietary prints, distinctive knitwear and artfully designed collections, NIC+ZOE creates clothing designed to move with women through every part of their lives. The brand is available at nicandzoe.com, NIC+ZOE retail stores, Rent The Runway, Stitch Fix, and is sold in leading specialty and department stores such as Bloomingdale's, Nordstrom, and Dillards nationwide.

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