

Samantha Snow / Group Visual Merchandising Market Leader, Target Corporation

Samantha Snow oversees all Visual Merchandising Leaders in DFW, Austin, San Antonio and the West Texas Region for Target contributing to over 3.1B in Sales. She reports to the Sr. Director of Stores Operations and leads a team of multi-unit Visual Merchandising Style teams throughout Texas. Prior to joining Target 9 years ago, Samantha worked for Express Limited Brands as a Visual Merchandising Manager and District Visual Trainer. At Target, her core responsibility is to drive Style teams to bring Style to life for the guest by driving visual presentations of Mannequins, Home trend areas, Apparel, and Beauty to deliver profitable sales.

Samantha focuses on setting expectations, training and coaching store teams on visual merchandising skills and guest service to grow sales. She maintains strong partnerships with headquarters and operational teams. She focuses on team member growth; development and engagement through communication, recognition and performance measurement follow up. Samantha completed her undergraduate studies at the University of North Texas in Denton TX with a bachelor's degree in Fashion Merchandising and a minor in Business.