

# JOSEPH M. (JOE) PERDEW

President, Perdew Advisory Group | Board Treasurer, Design Management Institute | Board Director Candidate  
Minneapolis, MN | (612) 327-3423 | joe.perdew@perdewadvisory.com | perdewadvisory.com | linkedin.com/in/joe-perdew

*Translating growth strategy and customer experience into disciplined investment decisions that deliver results.*

## BOARD PROFILE

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Senior executive and board director candidate with nearly three decades of enterprise-scale leadership at Target Corporation, combined with early career experience as a Vice President and part owner in a manufacturing business. Brings a rare combination of fiduciary discipline, operational depth, and capital strategy experience, with a proven track record of guiding capital-intensive organizations through growth, acquisition integration, and large-scale investment decisions that deliver measurable financial returns.

Joe brings to the boardroom candid, constructive input grounded in real operating experience. He is a member of the Private Directors Association and currently serves as Board Treasurer of the Design Management Institute.

## AREAS OF BOARD CONTRIBUTION

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- **Design Strategy & Capital Performance** — Developed the segmentation strategies, experience frameworks, and store prototypes that anchored a \$7B addition to Target's capital plan, presented to Wall Street by Target's CEO. Managed \$80-110M in annual program spend, consistently 1-9% under budget over a decade.
- **Growth Strategy & M&A Integration** — Led acquisitions that doubled revenue and expanded geographic footprint, with deep experience integrating organizations, operating models, and cultures.
- **Family Business & Ownership Perspective** — Acquired and integrated a third-generation family-owned business with no succession plan, enabling clean ownership buyouts. Former minority owner in a Subchapter S manufacturing business; understands the distinction between family and business priorities with respect for legacy and long-term value.
- **CEO & Executive Oversight** — Former Chairman & CEO with full P&L responsibility; understands both sides of the board-management relationship and provides constructive challenge rooted in operational credibility. Led cross-functional teams across the U.S. and India, experienced in managing complexity across geographies, cultures, and operating environments.
- **Customer & Market Strategy** — Deep experience working with Fortune 100 clients and translating customer needs into scalable business strategies that drive growth and competitive differentiation.
- **Technology & Digital Enablement** — Led the creation of physical environments and strategies that enabled seamless technology integration at enterprise scale — including a chain-wide LED lighting program that unlocked mobile 'blue dot' indoor navigation, deployment of XR platforms across 13 departments for enterprise decision-making.
- **Technology & AI Fluency** — Actively building AI literacy through executive programs at Indiana University's Kelley School of Business and industry forums. Applies AI tools including ChatGPT, Claude, and Gemini to strategy, communications, and decision-making.
- **Talent, Culture & Succession** — Built and led global teams of 200+ professionals; experience developing leaders, structuring organizations, and supporting long-term talent and succession strategies.
- **Sustainability & ESG** — Co-founded Target's Sustainable Building Council; delivered net-zero facilities, 600+ solar installations, EV infrastructure, and environmentally advanced refrigeration systems ahead of industry peers.

## GOVERNANCE & BOARD EXPERIENCE

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- **Design Management Institute (DMI)** — Board Treasurer (January 2026-present) of global nonprofit at the intersection of design, business strategy, and leadership. Featured keynote speaker, DMI Global Conference, Amsterdam (April 2025). Panelist, DMI Design Leadership Conference, Boston (September 2023), alongside J&J CDO and IBM Design Program Director, moderated by DMI President.

- **Target Commercial Interiors** — Chairman & CEO of a wholly owned Target subsidiary (2003-2009); full P&L, governance, risk management, and compliance responsibilities.
- **Samsung B2B Customer Advisory Board** — Executive advisor on enterprise mobility, device ecosystems, and large-scale customer experience strategy (2015-2017). Contributed perspective on how Fortune 100 retailers evaluate and deploy B2B technology at scale, informing Samsung's enterprise product and go-to-market strategy.
- **Make-A-Wish Minnesota** — Two full three-year terms of board service, contributing to governance, fundraising strategy, and mission stewardship during a period of organizational growth (2008-2014).
- **Private Directors Association (PDA)** — Active member; engaged in governance education and private board director community.
- **Ownership Experience** — Former minority owner of a Subchapter S manufacturing business; founder of Perdue Advisory Group (Subchapter S). Direct experience in owner-level governance, capital stewardship, and long-term value creation.

## CAREER HIGHLIGHTS

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### Target Corporation (1995-2024)

- **Vice President, Store Design (2014-2024)** — Led enterprise experience design across 200+ new stores and ~1,300 remodels representing \$19B+ in investment, generating consistent 2-5%+ sales lifts. Co-led Board of Directors walkthrough presentations alongside the SVP of Properties. Led design of the Series 3 Shopping Cart, recognized by Fast Company's Innovation by Design Awards (2024). Named and quoted in Star Tribune (2017, 2019) and Forbes (2017).
- **Vice President, Store Planning & Design (2009-2014)** — Drove planning and design strategies that generated \$5.7B in sales increases from \$3.6B in capital investment. Executed 505+ projects in a single year.
- **President & CEO, Target Commercial Interiors (2003-2009)** — Led Target's wholly owned Steelcase dealership from \$73M to \$160M+ in revenue through organic growth and strategic acquisitions, including integration of a third-generation family-owned dealership with no succession plan. Unified distinct cultures and leadership teams into a single operating model. Featured in Wall Street Journal (October 2007).
- **Director, Remodel Strategies & Interior Construction** — Managed \$600M annual budget and a team of 153 professionals across Target, Marshall Field's, and Mervyn's retail divisions.

### Perdue Advisory Group (April 2025-Present)

- **President & Founder** — Advises organizations on strategy, growth, operating models, and experience differentiation, with focus on built environment, technology integration, and organizational performance.

### M.E.G. Division of Steelworks, Inc. (now Hirsch Industries) (1984-1995)

- **Vice President & Part Owner** — Advanced from entry-level to executive leadership in a store fixture manufacturing business. Led a region representing 56% of company revenue. Contributed to product development and customer expansion that secured Target as MEG's largest account. Direct experience in manufacturing operations, capital stewardship, and the ownership mindset that has informed every stage of Joe's career.

## EDUCATION

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- MBA — University of St. Thomas, St. Paul, MN
- BS, Marketing & Quantitative Business Analysis — Indiana University, Bloomington, IN