

14 January 2026



**N Brown Group**  
("N Brown" or "the Group")

Natalie Rogers appointed to newly created Chief Operating Officer role



N Brown Group, the inclusive fashion and homeware digital retail platform, is pleased to announce that Natalie Rogers has been appointed to the newly created role of Chief Operating Officer, strengthening N Brown's leadership team as the Group enters the next phase of growth driven by operational efficiency and disciplined execution.

Since joining N Brown in 2024 as Chief People and Sustainability Officer, Natalie has led a number of critical initiatives supporting the Group's business transformation, including the design and implementation of a new operating model and a multi-year cultural programme. Natalie delivered the Group's first double materiality assessment, ensuring customer expectations and stakeholder insights directly informed sustainability priorities across the Group.

The creation of the Chief Operating Officer role brings greater focus and accountability to operational execution across people, technology and supply chain, strengthening end-to-end delivery and enabling clearer alignment between strategy and performance. The role will support faster decision-making, improved operational efficiency and consistent execution as the Group continues to evolve its digital and financial services capabilities.

As COO, Natalie will use her experience of embedding cultural shifts and leading complex change to continue driving forward N Brown's ongoing business transformation.

**Steve Johnson, Executive Chair and Group CEO at N Brown, said:**

*"Providing the best possible experience for our customers starts with having an efficient, well-aligned and effective business. The creation of the Chief Operating Officer role reflects our focus on end-to-end execution of our transformation strategy."*

*"Natalie has a proven track record of delivering large scale organisational change both within N Brown and across other organisations, making her ideally placed to drive forward operational efficiency."*

**Natalie Rogers, Chief Operating Officer at N Brown, said:**

*"I'm very pleased to be taking on this new role at an exciting time for N Brown, as we look to accelerate our business transformation."*

*"Over the past two years, I've had the opportunity to gain a deep understanding of the business and to help shape the operating model, transformation priorities and culture. I'm looking forward to building on this work and supporting the delivery of our strategy for customers, colleagues and shareholders."*

**ENDS**

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**About N Brown Group**

N Brown is a leading UK digital retail platform for clothing, footwear, home and technology, headquartered in Manchester and employing over 1,200 people nationwide. Through our strategic retail brands JD Williams, Jacamo and Simply Be and our unique payments offering, we exist to champion inclusivity and serve the underserved. Our customers are our passion, and we take great pride in delivering products that ensure they can look and feel amazing, without compromising on choice, value and accessibility.