ADWEEK Commerce Advantage: Leadership Reset Kicks Off Retail’s Next Phase

ADWEEK Advantage is part of a new series where every month, our top editors interpret what happened in each vertical, and what it means for the future.

A new crop of CEOs have arrived to shake up retail.

This year saw an unprecedented number of leadership changes. Executive outplacement firm Challenger, Gray & Christmas reported 41 retail CEO exits through August in 2025, a 116% year-over-year increase.

Walmart and Target are each preparing for major leadership changes. Target’s Michael Fiddelke and Walmart’s John Furner will become their respective company’s new leaders next February.

Kohl’s, Walgreens, and Ulta have also swapped out their top brass this year.

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