



PRESS KIT

History

Newmine was founded 10 years ago by Navjit Bhasin, with the goal of helping retailers thrive in a transforming world. With a team of retail operations and technology experts, Newmine helps retailers enhance revenue with innovative returns reduction technology and solutions that assist retailers during transformative times.

Team

Newmine’s team are all accomplished professionals with deep retail strategy, operations, and IT systems skills honed by decades of in-the-trenches experience. This team has worked with some of the retail industry’s biggest brands, helping them transform their customer experience and enhance profitability.

Executive Team



Navjit Bhasin
Founder & CEO



Rhyanna Taylor
Chief Product Officer



Mark Lightbody
EVP



Donny Askin
EVP

Our Vision

Ensuring retailers thrive in a transforming world.

Our Mission

To help retailers build a better bottom line through innovative retail commerce optimization and returns reduction.



www.linkedin.com/company/newmine



@newmine_retail

WWW.NEWMINE.COM

Advisory Board



Diane Randolph



Graziano de Boni



Guy Hipwell



Mike Relich



Ravi Bhaskaran



Rich McMahon

Our Executive Team and Advisory Board come from:



CHIEF RETURNS OFFICER®

The Returns Reduction Platform

Helps retailers excel in 3 key areas:



ECONOMIC GROWTH

Every \$1M in returns reduction adds at least \$0.5M to the bottom line.

EMOTIONAL CONNECTION

80% of first time customers that experience a return will NOT return to that retailer to shop.

ENVIRONMENTAL SUSTAINABILITY

5 billion pounds of returned goods end up in landfill yearly.

Our Solution

Recognizing the significant financial impact customer returns have on retailers and brand owners, the Newmine team created an all-encompassing solution to reduce returns, improving both top and bottom lines. In 2018, Newmine launched their flagship software solution, Chief Returns Officer®, a Returns Reduction Platform. Chief Returns Officer is an AI-driven, cloud-based, predictive, prescriptive analytics technology solution that identifies the root cause of returns and prescribes measures to mitigate costly returns before they occur.

Newmine in the News

- **WSJ:** "Stores Have A Mission: Getting You To Keep That Thing You Bought Online"
- **Coresight:** "Innovator Profile: Newmine Disrupts The Returns Management Market"
- **Forbes:** "Love Them Or Loathe Them, Serial Returners Could Just Be Your Best Customers"
- **Forbes:** "Returns, An Epidemic Which The Fashion Industry Is Choosing To Ignore"
- **Sourcing Journal:** "Q&A: Why Retailers Need a Top-Down Vision To Reduce Returns"
- **WWD:** "Last Mile Delivery Faces Strain as Shoppers Eye Online Amid Virus Woes"
- **Business Insider:** "Returns are exploding as homes become shoppers' new dressing rooms"

Awards



Named Disruptor in AI-Powered Inventory Management Technology



Recognized for Supply Chain Management Technology



2020 Exciting Startups



Microsoft Partner Network Member

