

# George E. Armstrong



George is currently the Vice President of Stores in Michigan, Ohio, and Indiana at Target Corporation. He is responsible for the profitability of 67 retail locations where he oversees digital and in store operations, consumer experience, team strategies, and community and civic engagement. During his career at Target he led teams across multiple regional locations including Georgia, Tennessee, Kentucky, and Texas. He has played a critical role in influencing the evolution of the guest experience across the enterprise. George is recognized as a forward thinking inspirational leader with the ability to create collaborative cross functional teams. Throughout his professional career, George held key roles in community and civic engagement allowing him to have an integral roll with several non-profit organizations and local communities.

His consultant experience with a diverse business population in several regions of the country has given him valuable insights into small business, wealth strategies, team building, acquisitions and sales strategies. After more than 10 years in leadership positions in the retail financial services sector serving in key roles such as Vice President Premier Asset Management and Sr. Licensed Relationship Manager, George joined Target in August 2010..

He currently serves on the Regional Diversity Action Committee which is responsible for the implementation and alignment of Diversity and Inclusion strategies for Target stores spanning 22 states. In addition he is a proud fellow of the Executive Leadership Council (ELC) which opens channels of opportunity for the development of black executives to positively impact corporations and communities. Another way George reinvests in his community is by developing our future leaders by coaching youth sports.

George spent his childhood in Anchorage, Alaska. He earned a bachelor's degree in finance from the University of Oklahoma in 2002 from its Price College of Business.