



National Specialty Retailer Sur La Table Names Dan Goldman as President to Drive Strategic Growth

Seattle, WA (July 16, 2025): Sur La Table, a nationwide specialty retailer of cookware, kitchen electrics, and bakeware, today announced the appointment of Dan Goldman as President, effective as of July 14, 2025. A seasoned executive with more than 20 years of experience across retail, consumer goods, and private equity-backed businesses, Goldman joins the company at a pivotal moment as it accelerates execution of its strategic vision, aiming to scale its audience and reach across channels.

Goldman's appointment marks a key milestone for Sur La Table, expanding the Executive Leadership Team as the brand focuses on translating strategic ambition into sustained, profitable growth. He most recently led brand strategy at Banana Republic and Athleta, as well as Corporate Strategy & Development at Gap Inc., where he helped to reframe the growth agenda and deliver tangible improvements in brand and financial performance. Prior to that, he held leadership roles at The North Face, McKinsey & Company, and Kurt Salmon, as well as brand management roles at Procter & Gamble, where he built his foundation in connecting consumer insight with innovation. At Sur La Table, his vision is to enrich customers' emotional connection with the company through captivating products, services, content, and experiences, creating an ecosystem that will elevate Sur La Table from retailer to brand powerhouse.

"Dan's hire is one of the most important leadership decisions we've made as part of our aggressive growth strategy," said Jordan Voloshin, CEO of Sur La Table. "As we continue to achieve our bold objectives and execute against a multi-year brand plan, we identified a leader with the rare ability to bridge vision and action. Dan's expertise in brand storytelling and operations, alongside his team-first mindset, makes him exactly the right person to help bring our ambitious vision to life."

Goldman's appointment follows a banner fiscal year for Sur La Table in 2024, propelling the brand to invest in additional leadership to support the company's strong performance and clear growth strategy. Additionally, in 2025 Sur La Table made significant strides to reinforce its position as a culinary authority, including the March acquisition of Seattle Coffee Gear, a move that deepened its legacy in the specialty coffee space and expanded offerings for a highly engaged customer segment. The company also welcomed Elton Graham as Chief Marketing Officer, bringing deep marketing and digital expertise from leadership roles at Gorjana, Glossier, Savage X Fenty, and Amazon. Together, these moves reflect Sur La Table's objectives to elevate its brand, deepen customer loyalty, and scale its business with a focus on culinary leadership.

“I’ve always been inspired by brands with a rich heritage and real purpose,” said Goldman. “Sur La Table has been part of home kitchens and culinary journeys for over 50 years, ever since Shirley Collins opened the first store in Seattle’s Pike Place Market. I’m thrilled to help shape what comes next. The team has laid strong groundwork, and now is the moment to accelerate the path forward.”

Goldman will be focused on aligning internal teams, elevating customer experiences, and embedding innovation across channels, all while remaining grounded in the company’s founding mission: to bring people together through food.

Founded in 1972 at Seattle’s Pike Place Market, Sur La Table is a premier destination for cooking enthusiasts, offering high-quality kitchenware, culinary classes, and expert guidance both online and in-store. The company continues to build on its strong foundation by exploring new digital capabilities, expanding in-store and experiential programming, and investing in category growth through its Private Label and curated partnerships.

Today, Sur La Table has over 40 million consumer connections annually—including 7 million store visitors and 32 million online visitors—and equips, educates, and enriches chefs of all levels through curated cooking products, engaging content, personalized services, and more than 60,000 cooking classes attended by 500,000 participants each year.

For more information on Sur La Table, please visit www.surlatable.com.

About Sur La Table US Retail Stores

Our company started with a simple idea: Make good food. Share it. Do it often. Sur La Table is as close to this mission today as the day we opened our doors in Seattle’s Pike Place Market in 1972. From the beginning, our founder Shirley Collins partnered with the world’s best chefs and kitchen brands to bring customers trusted tools to make delicious memories. Our resident chefs teach 60,000 cooking classes a year to more than 500,000 people in our kitchens and now online. With stores across the US and many local cooking schools, Sur La Table is a resource for cooks of all levels. And we continue to create happiness through cooking and sharing good food. Make More. Gather Often. That’s our invitation to you.

Media Contacts:

Mary Ogushwitz & Nicole Frydman
Magrino PR
surlatable@magrinopr.com