

October 31, 2022

RE: WARN Act Notification of Layoffs

Nebraska Department of Labor
Reemployment Services
ATTN: Rapid Response Administrator
550 S. 16th Street
Lincoln, NE 68508-4600
Phone: (402) 471-9897
NDOL.RapidResponse@nebraska.gov

Dear Rapid Response Administrator:

This letter is being issued in accordance with the Worker Adjustment and Retraining Notification (WARN) Act, to notify you that SpreeTail, LLC intends to permanently layoff certain employees based at the following locations beginning November 1, 2022:

2021 Transformation Dr, Ste 2500, Lincoln, NE 68508
1515 S. 75th Street, Omaha, NE 68124
Nebraska remote workers

A rapid and significant downturn in the ecommerce industry has occurred in-part due to record high global inflation and on the heels of the novel coronavirus pandemic. Thus, creating unforeseeable business circumstances that negatively impacted our ability to maintain normal business and workforce levels. As a result, SpreeTail must place approximately 220 employees on permanent layoff. Employees who are laid off do not have bumping rights and there is no union that represents employees at the above listed locations. A listing of impacted employees by job title is attached.

All affected employees have been notified.

Sincerely,

Wendy Livingston
Chief People Officer

Impacted position by title

Acceleration Vendor Manager	Business Development Representative	Director, Growth Insights & Performance
Acceleration Vendor Manager	Business Insights Engineer	Director, Inventory and Network Optimization
Acceleration Vendor Manager	Business Operations Analyst	Director, Operations & Analytics
Acceleration Vendor Manager	Channel Manager	Director, Technical Training
Acceleration Vendor Manager	Channels Performance Analyst	Director, Technology
Acceleration Vendor Manager	Channels Performance Specialist	Director, Technology
Acceleration Vendor Manager	Channels Performance Specialist	Director, Vendor Management
Advertising Associate	Channels Performance Specialist	DSV Operations Specialist
Advertising Manager	Channels Performance Specialist	EDI Specialist
Advertising Manager	Chief Channels Officer	Employee Experience Specialist
Associate Supply Planner	Chief Growth Officer, North America	Enrichment Lead
Associate Supply Planner	Claims Specialist	Enrichment Specialist
Associate Supply Planner	Creative Design Specialist	Enrichment Specialist
Assortment Expansion Analyst	Creative Graphic Designer	Enrichment Specialist
Assortment Growth Coordinator	Creative Production	Enrichment Specialist
Assortment Growth Coordinator	Copywriter	Financial Analyst
Brand Program Associate	Customer Experience Lead	Financial Analyst
Brand Program Associate	Customer Experience Lead	Financial Analyst
Brand Program Associate	Customer Experience Specialist	Forecasting Data Scientist
Brand Strategy Manager	Customer Experience Specialist	Group Product Manager
Brand Strategy Manager	Customer Experience Training Specialist	Group Product Manager
Business Development Manager	Data Engineer	Growth Initiatives Project Manager
Business Development Representative	Data Platform Engineer	Imaging Lead
Business Development Representative	Data Platform Engineer	Imaging Specialist
Business Development Representative	Data Science Engineer	Imaging Specialist
Business Development Representative	Delivery Practice Manager	Inbound Transportation Manager
Business Development Representative	DevOps Engineer I	Instructional Designer
Business Development Representative	DevOps Engineer II	Issue Prevention Specialist
Business Development Representative	Director, Content Strategy	Item Operations Lead
	Director, Data Solutions Delivery	Item Operations Specialist
		Item Operations Specialist
		Launch Resolution Lead

Launch Support Specialist	Product Manager III	Software Engineering
Launch Support Specialist	Program Manager	Manager
Launch Support Specialist	Sales Performance Coach	Software Engineering
Launch Support Specialist	Software Delivery Manager	Manager
Lead Generation Analyst	Software Delivery Manager	Software Engineering
Listing Health Specialist	Software Delivery Manager	Manager
Listing Health Specialist	Software Delivery Manager	Software Engineering
Listing Health Specialist	Software Delivery Manager	Manager
Listing Health Specialist	Software Delivery Manager	Sr. Acceleration Vendor
Listing Health Specialist	Software Engineer I	Manager
Listing Health Specialist	Software Engineer I	Sr. Acceleration Vendor
Machine Learning Engineer	Software Engineer I	Manager
Manager of Business	Software Engineer I	Sr. Acceleration Vendor
Development Managers	Software Engineer I	Manager
Manager of Business	Software Engineer I	Sr. Acceleration Vendor
Development Managers	Software Engineer II	Manager
Manager of Vendor	Software Engineer II	Sr. Acceleration Vendor
Managers	Software Engineer II	Manager
Manager, EDI	Software Engineer II	Sr. Acceleration Vendor
Market Research Specialist	Software Engineer II	Manager
Payables Analyst	Software Engineer II	Sr. Acceleration Vendor
Payables Associate	Software Engineer II	Manager
Payables Associate	Software Engineer II	Sr. Acceleration Vendor
Payables Associate	Software Engineer II	Manager
Payables Associate	Software Engineer II	Sr. Business Development
Pricing Analyst	Software Engineer II	Manager
Process Improvement	Software Engineer III	Sr. Business Development
Manager	Software Engineer III	Manager
Process Improvement	Software Engineer III	Sr. Business Development
Partner	Software Engineer III	Manager
Product Copy Lead	Software Engineer III	Sr. Business Development
Product Copy Specialist	Software Engineer III	Manager
Product Copy Specialist	Software Engineering	Sr. Business Development
Product Copy Specialist	Manager	Manager
Product Copy Specialist	Software Engineering	Sr. Business Development
Product Copy Specialist	Manager	Manager
Product Copy Specialist	Software Engineering	Sr. Business Development
Product Copy Specialist	Manager	Manager
Product Manager II	Software Engineering	Sr. Business Financial
Product Manager II	Manager	Analyst
Product Manager II		

Sr. Corporate Financial Analyst	Sr. Vendor Manager
Sr. Customer Experience Manager	Sr. Vendor Manager
Sr. Data Science Engineer	Sr. Vendor Manager
Sr. Defect Reduction Manager	Sr. Vendor Manager
Sr. Delivery Practice Manager	Sr. Vendor Manager
Sr. Demand Planner	Supply Planner
Sr. DevOps Engineer	Supply Planning Manager
Sr. Director, Content Operations	Supply Planning Manager
Sr. Financial Initiatives Analyst	Technical Business Associate
Sr. Imaging Specialist	Training & Development Lead
Sr. Inventory Analyst	UX Designer
Sr. Listing Health Manager	UX Designer
Sr. Manager, Brand Strategy	Vendor Manager
Sr. Market Research Specialist	Vendor Manager
Sr. Market Research Specialist	Vendor Manager
Sr. Software Engineer	Vendor Manager
Sr. Software Engineer	VP, Retail Operations
Sr. Talent Brand Partner	VP, Same Day Delivery
Sr. Talent Development Partner	VP, Technology - Vendor Platform
Sr. Talent Development Partner	
Sr. Talent Development Partner	
Sr. Talent Development Partner	
Sr. Talent Development Partner	
Sr. Technical Training Manager	
Sr. Vendor Manager	
Sr. Vendor Manager	
Sr. Vendor Manager	