

RadioShack Names Dene Rogers CEO

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RadioShack finds a 10th CEO in as many years in retail veteran Dene Rogers, former managing director of Target Australia and president/CEO of Sears Canada, with tenure starting from 9 May 2016.



As the anachronistically named retailer puts it, "Dene Rogers has a long and consistent record of business success... Dene shares our commitment to RadioShack's legacy as the nation's leading neighborhood electronics convenience store and has an impressive vision for how to expand the business into other segments of the market across a variety of platforms."

Rogers is the second CEO for the post-bankruptcy RadioShack. He plans to "re-invent RadioShack's business model to create a dynamic growth company." But will he manage to do so? After all Ron Garriques, the CEO preceding Rogers, also attempted to reinvent the retailer--specificay through new store designs complete with Sprint wireless centres and a relaunch of RadioShack.com as an online retailer for DIY enthusiasts and creators-- only to [end up quitting just 9 months after taking the job.](#)

Entrepreneurial wisdom insists failures are required in order to eventually lead to success. But one can argue this may not be the case for RadioShack, not when the hanging judge is waiting. After all, companies only get one chance to shake of bankruptcy...

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