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Borders names two new key executives

Posted by [Business Reporter Stefanie Murray](#) July 19, 2007 10:16AM
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Just a two days after announcing Cedric Vanzura's resignation and the elimination of his job as chief strategy officer/executive vice president of emerging business and technology, [Borders Group Inc.](#) has created two new jobs and hired executives from Macy's and Ford Motor Co. to fill them.

Teresa Wright was named vice president of merchandising for the U.S. Paperchase division by the Ann Arbor-based bookseller Thursday.

She starts work Monday. Myles Romero is slated to be vice president of strategic marketing and entertainment alliances, and he starts July 31.

Wright previously worked for Macy's and Wilsons Leather and is a graduate of Michigan State University.

Romero comes from Ford, where he directed Ford's global branded entertainment division, which was responsible for such things as Ford's sponsorship of television show "American Idol."

He earned his master's of business administration degree in marketing from the University of Detroit.

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