

REAL ESTATE

Sotheby's Realty hires former Barneys, Gucci marketer as CMO

March 21, 2017



Property listed by Sotheby's Realty in Toronto

By STAFF REPORTS

Sotheby's International Realty Affiliates has named Kevin Thompson its new chief marketing officer.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Mr. Thompson joins Sotheby's Realty from mall developer Simon Property Group, where he was vice president of marketing and customer experience. In his new role, the executive will oversee all marketing, advertising and public relations activities for the global real estate brand.

Brand management

In addition to Simon, Mr. Thompson's experience includes a number of luxury brands. Before Simon, he was Barneys New York's vice president of customer experience and development.

Mr. Thompson also held other marketing positions at labels such as Moncler and Gucci.

"Kevin Thompson has an extensive background working with globally recognized luxury brands and brings a passion for creating exceptional consumer experiences through the strategic use of marketing and branding," said Philip White, president and chief executive officer of Sotheby's International Realty Affiliates, in a statement.

"He has a comprehensive understanding of the luxury consumer, which is an invaluable insight for our business, and his drive to inspire while also innovating aligns with the Sotheby's International Realty brand mission," he said. "We welcome his marketing acumen as our brand continues to pioneer in the luxury residential real estate industry and we are proud to have him join our team."



Sotheby's listing in Southampton, New York

Sotheby's currently operates in 66 countries, with each office operating independently. Mr. Thompson will be responsible for raising awareness for the brand through media and strengthening services.

"The Sotheby's International Realty brand represents unparalleled quality, tradition and service," Mr. Thompson said. "I am thrilled to join this organization of industry-leading professionals and to work with them to further define the Sotheby's International Realty brand narrative for a global audience.

"The renowned history of the brand, combined with a modern, forward-looking approach to delivering an exceptional consumer experience sets it apart from the competition," he said. "I am proud to be named chief marketing officer of Sotheby's International Realty Affiliates and have the opportunity to be a part of the evolution of this illustrious brand."

Sotheby's has embraced digital channels as it looks to market to a global audience.

Last year, the real estate brand made the search for a new home more entertaining and collaborative with the launch of a branded application for Apple TV.

From the app, available for download on the fourth generation of the devices, consumers can browse almost 50,000 properties on their television screen and take next steps on their favorites. A number of luxury brands from other sectors have taken advantage of television's immersive qualities for shopping or content experiences ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.