

ARTS AND ENTERTAINMENT

Phillips appoints Cathy Elkies chief marketing and business development officer

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Cathy Elkies will oversee Phillips' New York auction site. Image credit: Phillips

By STAFF REPORTS

Looking to further its growth trajectory, auction house Phillips has hired Cathy Elkies to oversee its marketing and business development.

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Ms. Elkies comes to Phillips from Christie's, where she was most recently global managing director, 20th and 21st century art and design. At Phillips, Ms. Elkies will oversee the company's ongoing efforts to engage collectors and expand its reach internationally.

Growth plan

During her tenure at Christie's, Ms. Elkies also held roles including global managing director of client strategy, president of Christie's East and managing director of Christie's Los Angeles office. Ms. Elkies also launched Christie's iconic collections department, which focuses on works from "cultural legends, distinguished collectors and royalty."

At Phillips, Ms. Elkies will work to further the company's brand positioning and efforts to engage clients. She will also oversee an integrated content and communication strategy.

In addition to heading the New York sales office, the executive will also focus on driving a cohesive approach to Phillips' art partnerships, events, exhibitions and tours.

Working out of Phillips' New York office, Ms. Elkies will work closely with Vivian Pfeiffer, Phillips' head of business development and deputy chairman, Americas; Guy Vesey, head of business development, Europe; Lilly Chan, managing director in Asia, and other specialists.



Cathy Elkies has joined Phillips from Christie's. Image courtesy of Phillips

Since 2014, when Edward Dolman joined Phillips as CEO, the auction house's sales have risen 80 percent to \$708.8 million. Recently, the company has opened offices in Los Angeles, Chicago, Mexico City, Tokyo, Seoul, South Korea, Cologne, Germany and Antwerp, Belgium aiming for greater international attention.

Phillips sees Ms. Elkies playing an integral part in its efforts to grow its share of the auction market.

"We are delighted to have Cathy join our team as we're building extraordinary momentum around the world," Mr. Dolman said in a statement. "As a key member of our global leadership team, she will elevate Phillips' strategy of engaging with clients and expanding our brand's reach as we continue to grow market share.

"Cathy will collaborate across the business to provide strategic leadership with our vast network of specialists and business development teams who serve multiple regions and collecting interests," he said. "With her significant experience and passion for art and auctions, I look forward to Cathy playing a central role in helping us achieve the next level of growth."

Phillips has recently launched other initiatives aimed at expanding its consumer base.

Last summer, Phillips worked with Artsy on an online-only sale aimed at the novice art buyer.

Titled "Summer School," the collaboratively curated auction kicked off July 7 and ran through July 25. Online channels in particular have played a large part in connecting new buyers with auction houses, giving them a way in to what could otherwise feel an intimidating process ([see story](#)).