

APPAREL AND ACCESSORIES

## Burberry creates new chief commercial officer role

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*Burberry's newest executive will help lead the company's expansion. Image credit: Burberry*

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By STAFF REPORTS

British fashion label Burberry is looking to strengthen its global sales and marketing operations with the creation of a chief commercial officer position.

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Gavin Haig has been appointed to the newly created role, effective on April 23. Mr. Haig will be responsible for the brand's global commercial operations.

"I am delighted to announce the appointment of Gavin Haig to the newly created position of chief commercial officer," said Marco Gobbetti, CEO of Burberry, in a statement. "Gavin has extensive experience in global luxury retail, which will be invaluable as we implement our strategy."

### New roles

As chief commercial officer, Mr. Haig will be in charge of expanding the brand's global sales reach as it looks to expand into new markets. He will be reporting directly to Mr. Gobbetti as he settles into his new role.

Mr. Haig comes to Burberry after serving as CEO of Belstaff for four years. Prior to that, the executive had worked for 10 years at Cartier as head of the brand's global commercial teams.

He brings this experience to Burberry as he guides the brand through its continued expansion into new areas such as China.



*Burberry photo series by Rosie Marks. Image credit: Burberry*

Last year, Burberry launched a WeChat account and a China-specific mobile and desktop Web site, boosting its sales in the market by 70 percent ([see story](#)).

Burberry has also changed up its leadership positions in other ways. Last week, Burberry appointed Gerry Murphy to its board of directors as chairman designate.

Mr. Murphy, will start at the company on May 17 and will takeover as chairman on July 12. He succeeds Sir John Peace, who is stepping down after 16 years as chairman ([see story](#)).

Mr. Haig's appointment as chief commercial officer is another example of how Burberry is transforming its entire structure to facilitate a global brand.