

RETAIL

Harrods appoints new chief marketing and customer officer

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Exterior of Harrods. Image credit: Harrods

By STAFF REPORTS

British department store Harrods has hired Amanda Hill to oversee its marketing and customer service.

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Ms. Hill joins Harrods from A&E Networks, where she was most recently chief marketing officer for the television company. Along with Ms. Hill's appointment as chief marketing and customer officer, Harrods has restructured its marketing and digital teams.

Talent movements

At Harrods, Ms. Hill will report to the retailer's managing director Michael Ward. In the newly created he will be in charge of all aspects of Harrods' marketing and customer experience, from visual merchandising, creative campaigns and communications to personal shopping and customer relationship management.

"Harrods is a brand steeped in 180 years of history, and in a culture of providing the best customer service and experience," Ms. Hill said in a statement. "The modern luxury customer is changing at a rapid pace and at Harrods there is a constant focus on remaining one step ahead of what our customers expect.

"I'm looking forward to working with Michael Ward and my leadership team on developing a bold vision and direction for the Harrods brand, as well as working with teams across the business to ensure that Harrods retains and grows its position as the foremost luxury retailer in the world."



Amanda Hill will oversee customer service and marketing. Image credit: Harrods

Along with her experience at A&E, Ms. Hill has previously worked for BBC Worldwide as chief brand officer, overseeing brand strategy across channels.

"We are delighted to welcome Amanda to Harrods, to take on this strategically important new role for the business," Mr. Ward said in a statement.

"As we increasingly focus our business towards delivering unparalleled customer experience, Amanda's vision as [chief marketing and customer officer] will be integral towards building our strategy going forward," he said.

"Her experience and valuable insight into today's modern consumer will help us build on Harrods strong brand identity amongst our global customer base."

In addition to Ms. Hill's hire, Harrods has made a number of changes to its marketing team. Sarah Myler has been named communications director, Sandra Truesdale was named head of digital marketing and Jodie Blackbrough is now head of online content. As part of the shuffle, current head of visual merchandising Alexander Wells-Greco has been named creative visual director.

Harrods has been making a number of investments in its customer experience. The retailer recently unveiled the first phase of the renovation of its Food Halls with the opening of a new Roastery and Bake Hall.

Dubbed "The Taste Revolution," Harrods' two-year remodel plan marks the first major update to its culinary department in three decades. With its roots as a grocer, Harrods is looking to create food concepts that will make it ready for the future ([see story](#)).

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