

AUTOMOTIVE

BMW's Kate Alini: Luxury Woman to Watch 2019

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Kate Alini

By STAFF REPORTS

Luxury Daily annually honors 25 smart women executives who show the potential to make a difference next year in the luxury business. This year's list features honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Kate Alini, product manager for BMW 7 and 8 series, **BMW**, Woodcliff Lake, NJ

"In the automotive segment specifically, there is an increasing demand for luxury SUVs"

What do you most like about your job?

What I enjoy most about my current role is the direct impact that I have on the U.S. product portfolio.

My team and I are ultimately responsible for deciding which features are offered as well as determining product positioning, vehicle specifications, pricing and volume for one of the largest markets in the world.

I find it both exciting and gratifying to see how my team's insight and contributions ultimately influence the vehicles we offer to U.S. consumers.

What is the biggest challenge in your work?

One of the most challenging parts of my job is not only ensuring that the needs, requirements and expectations of U.S. luxury consumers are met today, but also planning for future vehicles that are only in concept form or still several years from production.

We are a global brand, so it's my responsibility as the U.S. product lead to be the voice of our market when conflicting requirements come into play or our needs are not aligned with others.

What is your work priority for 2019?

My priority for 2019 will be the successful introduction of several new models.

We are in the midst of BMW's largest product offensive ever, which includes adding several new vehicles to our luxury lineup.

My focus next year will be keeping a pulse on how these products are being received within the marketplace and gathering feedback for model year enhancements and future variants.

What is your proudest achievement in luxury?

Launching the current generation BMW 7 Series, which represents the pinnacle of BMW quality, craftsmanship and technical innovations has been a highlight for me, but I'd say the best is yet to come.

Over the next 18 months, we'll be launching eight more all-new models within the luxury segment alone.

How do you see luxury evolving in 2019?

In the automotive segment specifically, there is an increasing demand for luxury SUVs.

However, I expect that luxury consumers will remain as demanding and discerning as always and I look forward to showing them what BMW has to offer.

[Please click here to see the entire Luxury Women to Watch 2019 list](#)

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