

AUTOMOTIVE

Rolls-Royce Motor Cars' Melanie Asker: Luxury Woman to Watch 2019

October 24, 2018



Melanie Asker

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.

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

Here is one honoree:

Melanie Asker, head of sales channel development, **Rolls-Royce Motor Cars**, Goodwood, England, United Kingdom

"There has been a fundamental shift in customer expectations in luxury retail in recent years, evolving from the need to be physically present, to digitally present"

What do you most like about your job?

It's an honour to work for an iconic brand like Rolls-Royce Motor Cars and inherently all it represents luxury, quality, striving for perfection. It's a privilege and something I feel very passionate about.

My role offers a huge amount of diversity and covers a range of topics from the private office and customer relations, to visual identity and data science. It's challenging but exciting.

What is the biggest challenge in your work?

We are a lean team based at the Home of Rolls-Royce in West Sussex with a global responsibility. It's imperative we keep the lines of communication open and listen and respond to our many international markets.

What is your work priority for 2019?

As ever, it is to ensure we offer our clients the very best possible brand and ownership experience.

Our clients must receive the treatment they expect and deserve from a brand like Rolls-Royce.

What is your proudest achievement in luxury?

Recently, I have worked as part of the Rolls-Royce Bespoke Collective, tasked with bringing some of our most high-profile customer commissions to life. These cars are future classics, highly individual, memorable motor cars.

To be part of the team that continually raises the bar of the pinnacle of luxury is an honor.

How do you see luxury evolving in 2019?

There has been a fundamental shift in customer expectations in luxury retail in recent years, evolving from the need to be physically present, to digitally present.

Our clients have always valued our high-touch brand experiences. They now also expect us to also be high tech and immediately available.

The challenge for the luxury market is to create a seamless experience between these two very different worlds.

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

© 2020 Napean LLC. All rights reserved.

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