

TRAVEL AND HOSPITALITY

Oetker Collection's Caroline Goux: Luxury Woman to Watch 2019

November 5, 2018



Caroline Goux

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:

Caroline Goux, vice president of sales and marketing, **Oetker Collection**, Paris

"I see luxury evolving towards more authenticity, local immersion in endearing places and experience the finest [that] life can offer"

What do you most like about your job?

The encounters I am given to make should it be with our guests, our partners or the passionate hoteliers I work with, the meaningful connections built and the unique moments we create and live. This is a great source of inspiration and motivation to me.

What is the biggest challenge in your work?

The biggest challenge is managing time, finding the right balance between being connected with our guests and partners, driving properties' team[s] around the world, from Paris to London, Sao Paolo and more, and developing the strategy.

What is your work priority for 2019?

Managing and directing strategic sales whilst nurturing the great group of salespeople we have in the collection and each of the properties.

What is your proudest achievement in luxury?

I am proud to have contributed with my great team to establishing Oetker Collection as a reference in hospitality

worldwide.

How do you see luxury evolving in 2019?

I see luxury evolving towards more authenticity, local immersion in endearing places and experience the finest [that] life can offer whilst building a true relationship with the guests. Meaningful connections in every aspect.

[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.