

WATCHES AND JEWELRY

IWC Schaffhausen's Franziska Gsell: Luxury Woman to Watch 2019

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Franziska Gsell

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:

Franziska Gsell, chief marketing officer, **IWC Schaffhausen**, Schaffhausen, Switzerland

"To be successful in creating and implementing new ideas, you need a broad skillset along with an appetite for contentious analyses and constant change combined with a lot of common sense"

What do you most like about your job?

No day looks like the other and the only constant is change.

I truly value the professional and personal challenge to manage fast, sustainable and cross-functional tasks within a mature and multinational team across the globe.

I compare my role as the conductor of a large orchestra, consisting of rather young musicians and their ability to perform a concert with different music styles and the agility to understand and adapt to the wishes of the audience in real time.

What is the biggest challenge in your work?

Marketing has never been more complex or fascinating than today.

To be successful in creating and implementing new ideas, you need a broad skillset along with an appetite for contentious analyses and constant change combined with a lot of common sense.

The customer is at the center of everything we do.

The challenge is to stay relevant and true to the brand's values while still harnessing surprising elements to create an emotional and effective brand experience among the up to 20 touch points in the individual customer journey.

The excitement is to truly understand the interaction of our customers with the brand, and translate it into measurable activations across channels.

What is your work priority for 2019?

I value the moment when the vision crystallizes into a clear target.

At this point, the strategy has been crafted and activation tools are being refined.

We produce "mise en place" activations with ultra-fresh ingredients.

Innovation in communication is a key driver in our approach.

In a context of constant learning curves, adaption for the continuation of our long-term success to sustainably drive brand equity will be sine qua non, as every marketer would say.

From a leadership perspective, I will focus on bringing different talents closer together and fostering efficiency by building cross-functional teams.

What is your proudest achievement in luxury?

IWC Schaffhausen published the first sustainability report in the luxury watch industry aligned to GRI (Global Reporting Initiative) Standards in early 2018. As I also wear the hat of IWC sustainability committee chairperson, I'm very proud of this accomplishment.

Partnering with Google headquarters for the first-ever Google spotlight stories with a Hollywood cast including our brand ambassador Bradley Cooper as part of a highly targeted data-driven digital lookalike campaign.

Established content room to prioritize 1,000-plus brand assets, develop and distribute relevant information across all channels and convert into sales.

How do you see luxury evolving in 2019?

As every aspect of our life is digitally influenced and constantly challenged, I strongly believe that the honest craftsmanship and beautiful design of luxury goods will only increase in terms of desire, their endurance a beautiful juxtaposition to the increasingly ephemeral nature of our world.

This is further complemented by the one-to-one conversation we are able to develop with different target audiences and the IWC individual service commitment.

All these aspects will remain key for loyalty and a sustainable customer relationship.

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