

TRAVEL AND HOSPITALITY

Ritz-Carlton Leadership Center's Antonia Hock: Luxury Woman to Watch 2019

November 8, 2018



Antonia Hock

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:

Antonia Hock, vice president, **Ritz-Carlton Leadership Center**, Chevy Chase, MD

"The talent experience isn't being considered as a core foundation that drives customer experience, and getting clients to invest in this area can be challenging"

What do you most like about your job?

Every day at The Ritz-Carlton Leadership Center, we work to change the landscape of customer and talent experience for some of the biggest brands in the world.

Being at the forefront of the evolution of luxury experience is exhilarating, fascinating and challenging.

I love the thrill of helping our clients drive innovation and break new ground that translates into world-class results.

What is the biggest challenge in your work?

Investing in customer experience is happening across so many channels and vectors right now, but often, we find that clients aren't looking at the underlying factors for sustainability in this area.

Often, the talent experience isn't being considered as a core foundation that drives customer experience, and getting clients to invest in this area can be challenging.

Ultimately, no matter how beautiful your customer experience strategy may be, a passionate brand advocate will always be an exceptional asset.

What is your work priority for 2019?

Demand for our services has continued to increase at an incredible rate, and in 2019 we expect to further expand our delivery capability on every continent.

Managing that growth for our team and our clients, while continuing to lead the market in luxury experience innovation, is my priority.

What is your proudest achievement in luxury?

Our team has delivered some of the biggest launches, innovations and transformations in luxury in the last 12 months, and seeing our clients lead their markets, drive loyalty, attract new customers and receive awards for their innovation makes our entire team so proud.

Our work is always in the service of our client's success, so that is the ultimate achievement for us.

How do you see luxury evolving in 2019?

We have seen an incredible focus on digital and social investment over the past few years in luxury customer experience, and our clients are now looking for the next wave of innovation.

Right now, we are seeing a demand for connected and considered strategies that marry the digital and social to the human and personal experience.

Brands that are mastering this continuum and using technology to drive human engagement and personalization are forging ahead in the market.

In 2019, we will see a focus on driving a customer journey that leverages personalization, anticipation and creating wow-moments across every channel with seamless execution.

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

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