

SOFTWARE AND TECHNOLOGY

Launchmetrics' Alison Levy Bring: Luxury Woman to Watch 2019

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Alison Levy Bring

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:

Alison Levy Bring, chief marketing officer, **Launchmetrics**, London

"In 2019, individuality and authenticity will be key in any successful brand marketing strategy"

What do you most like about your job?

The collision of data and luxury.

Today, the industry is changing so quickly, and I love being part of the team who is really helping brands navigate this unfamiliar space.

There is so much to learn about our customers, market trends, digital strategies and more that data can support.

Helping brands to unlock this secret is an incredible opportunity.

What is the biggest challenge in your work?

At Launchmetrics, our company is growing faster than ever and we are expected to quadruple in size over the next few years.

With things changing so quickly and new team members joining in offices worldwide, it's easy to lose sight of the big picture.

Staying true to our company mission is essential to our success in this stage, as well as hiring great people who value the same things we do.

I am lucky to work with so many talented unicorns, and looking forward to the task of finding new ones to come on board.

What is your work priority for 2019?

Beyond my role in helping support the growth of Launchmetrics, I believe to be a successful leader you must nurture others.

My work priority for 2019 is making sure that no matter how big the company grows that my team is still my top priority.

The secret to a successful company is great and happy employees, so giving them plenty of opportunities to contribute, empowering them and, most of all, making sure they have the resources they need to reach their fullest potential is key for 2019, no matter how busy we get.

On a personal note, I think women in tech and data are still underserved and I hope to continue my pursuit to encourage young talent to take the challenge of joining this thriving industry and make a difference.

What is your proudest achievement in luxury?

In my role as CMO, I have had the pleasure of working with many of our partners to offer one-on-one mentoring programs with the industry's emerging talent.

Being able to personally connect with each of these individuals has been really rewarding and gives me a lot of insight into the challenges companies are having in today's digital era.

That said, it's been most rewarding for me to help them conquer their fears of tech and data, and utilize these resources to power their business decisions.

How do you see luxury evolving in 2019?

There is a whole revolution already beginning to happen, from the evolution of events like Baselworld, to the decrease in traditional ad spend or the importance of influencers and the role content plays in consumer decision making.

Customers are looking for personalization more than ever, not just in the products we sell them, but also in how we communicate to them.

In 2019, individuality and authenticity will be key in any successful brand marketing strategy, and I am excited to be part of the team at Launchmetrics to prepare our clients for this shift.

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