

MARKETING

## Former Burberry CEO departs Apple

February 6, 2019



New senior vice president Diedre O'Brien speaks to employees at Apple. Image credit: Apple

By STAFF REPORTS

After departing Burberry for Apple in 2013, Angela Ahrendts is leaving her position as senior vice president, leaving experts wondering where she will end up next.

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

The former Burberry CEO has not announced what is next on the horizon for her career, but Apple has stated that she is leaving for new pursuits. Replacing her will be Deirdre O'Brien, who has been with the company for 30 years.

"I want to thank Angela for inspiring and energizing our teams over the past five years," said Tim Cook, CEO of Apple, in a statement. "She has been a positive, transformative force, both for Apple's stores and the communities they serve.

"We all wish her the very best as she begins a new chapter," he said.

From Burberry to Apple

Ms. Ahrendts is credited with pushing Burberry further into Asia, and left for Apple as it aimed to also appeal to Asian buyers.

But now, luxury brands have seen their stock prices stumble amid concerns that weakening sales of iPhones in China could foreshadow slowed consumer spending in the world's second largest economy.

The technology giant announced that its \$84 billion in revenues for the quarter ending Dec. 31 would fall short of the company's projections of up to \$93 billion. Since Mr. Cook specifically mentioned slumping sales of its high-priced smartphones in China, many investors are worried that sales of luxury goods may further slip amid other economic tensions ([see story](#)).



*Apple's iPhones. Image credit: Apple*

As Ms. Ahrendts leaves, Ms. O'Brien's role as vice president of human resources will be expanded to senior vice president.

"The last five years have been the most stimulating, challenging and fulfilling of my career," Ms. Ahrendts said in a statement. "Through the teams' collective efforts, retail has never been stronger or better positioned to make an even greater contribution for Apple.

"I feel there is no better time to pass the baton to Deirdre, one of Apple's strongest executives," she said. "I look forward to watching how this amazing team, under her leadership, will continue to change the world one person and one community at a time."

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.