

JEWELRY

## John Hardy promotes new CEO from within

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*John Hardy is one of the brands that has appealed to the self-purchasing woman. Image credit: John Hardy*

By STAFF REPORTS

Jeweler John Hardy is implementing a succession plan in the coming quarters, as current CEO Robert Hanson becomes the company's non-executive chairman of the board.

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Succeeding Mr. Hanson is Kareem Gahed, who is currently chief revenue officer. Meanwhile, chief operating officer and chief financial officer Audrey Finci will be retaining her existing roles with the added title of president.

### New leadership

John Hardy is choosing to make its executive changes gradually, looking for a smoother transition.

Mr. Gahed will immediately take on oversight of merchandising and marketing, in addition to his existing revenue and commercial focus.

During the transition, Mr. Hanson will remain in charge of creative, operations and finance. These areas of focus will switch to Mr. Gahed at the end of the transition period, which is expected to take three quarters.

Mr. Gahed worked at companies including Abercrombie & Fitch and American Eagle before joining John Hardy. His retail experience includes roles overseeing business development, operations and licensing.

"It is an honor to become the next CEO of John Hardy, and I am excited for the opportunity to continue to work closely with Robert, Audrey and the entire board and management team as we continue to build momentum," Mr. Gahed said in a statement. "We have significant opportunities ahead to continue to grow our business, and I am confident that we will further elevate our unique and meaningful brand and have a lasting impact on our customers, artisans and communities globally."

Ms. Finci's previous experience includes roles at Levi's, Gap and Disney.

"John Hardy has been executing a transformation plan focused on elevating our authentic, sustainable, hand-crafted, Bali-originated contemporary luxury jewelry brand, and we have emerged as a distinctive, global, omnichannel jeweler driving double-digit revenue and earnings growth," Mr. Hanson said. "I am proud of all that we have accomplished together in the last five years, and I look forward to working closely with Kareem and Audrey in my new role to build on this foundation to continue delivering extraordinary products and service to our customers,

while driving long-term growth for John Hardy."

As part of its plan to be more omnichannel, John Hardy has created a seamless shopping experience for consumers by leveraging the innovative toolkit found in today's retail landscape.

John Hardy has entered a partnership with ecommerce mobile application [Hero](#), which allows online shoppers to connect with sales associates who are physically at the store with a combination of messaging, augmented reality and video. John Hardy rolled out integration with the app to a number of its stores around the United States ([see story](#)).

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