

RETAIL

Starboard's Lisa Bauer: Luxury Women to Watch 2020

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Lisa Bauer

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:

Lisa Bauer, president/CEO, [Starboard](#)

"There is a mindset shift taking place, from transactional relationships with customers to offering experiential luxury"

What do you most like about your job?

I am thrilled to have recently joined such an incredible group.

LVMH brings together truly exceptional houses that embody luxury and l'art de vivre.

Having worked in the travel and hospitality industry my entire career, it is an honor to now lead Starboard Cruise Services, one of the selective retailing houses of LVMH.

I am truly passionate about elevating the onboard customer experience, finding ways to reinvent retail at sea and rethinking what's possible.

So, one of the things I like most about my job is spending time on ships and driving innovation with the amazing men and women who are with our customers, delivering exceptional guest experiences every day.

What is the biggest challenge in your work?

It is a very interesting time for the retail industry.

We are in a state of constant and rapid change, and technology is at the forefront of that transformation.

Experimenting with a myriad of ways to respond to new shopper expectations at every touch point whether it's before, during or after our guests' journeys on ship can be challenging, but once we find the right answers, these challenges become our greatest opportunities.

What is your work priority for 2020?

We are strengthening our core identity as a global travel retailer customized for each of our cruise line partners by creating a holistic cruise experience and memorable consumer journey.

We are focusing on information-based decision-making to ensure we deliver hyper-personalized customer experiences from beginning to end.

Beyond the transactional relationship with our customers, we will focus on providing invaluable memories around destination luxury and exclusive behind-the-scenes experiences we will bring to life with our sister LVMH brands, like only we can.

Also, in 2020 we foresee our continued explosive growth in China.

We will leverage our global presence to offer unparalleled productions and exclusive access to high-end fashion events such as the Bulgari Jewelry Fashion show that we hosted onboard Costa Venezia earlier this year.

What is your proudest achievement in luxury?

I believe that the ultimate luxury is authenticity. Realizing that has been one of my proudest achievements.

Many years in the travel industry allowed me to understand what meaningful moments signify to our guests.

People embrace luxury for different purposes. Sometimes it's to celebrate. Sometimes it's to cherish the memory of a destination. Sometimes it's simply to be mesmerized by the beauty and wonder that life has to offer.

But the moment we indulge in the utter joy and delight of a new discovery, our authentic self comes through, and that precious moment is true luxury. That feeling is not acquired. It is experienced. It is priceless.

How do you see luxury evolving in 2020?

Luxury is increasingly evolving towards holistic and exclusive experiences. There is a mindset shift taking place, from transactional relationships with customers to offering experiential luxury.

We are a B2B and a B2C company, so we must have a deep understanding of the evolution of our cruise line partners as well as their high-end customers.

In our industry specifically, it means bringing the cruise line brands to life by curating the right experience for any given destination.

Our guests love the cruise line brands they are sailing with, so offering personalized experiences with branded products to loyal customers at every touch point will become a must.

Guests will expect to be delighted with amplified end-to-end shopping experiences through the discovery of immersive moments into the finer things in life and gifting strategies that promise to delight families back home.

[Please click here to see the entire Luxury Women to Watch 2020 list](#)