

RESEARCH

Altiant's Meryam Schneider: Luxury Woman to Watch 2020

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Meryam Schneider

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:

Meryam Schneider, vice president of marketing and partnerships, **Altiant**

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What do you most like about your job?

What I like is working in the field of luxury and wealth research, partnering with prestigious clients and forward-thinking agencies to perform robust and reliable quantitative research fieldwork.

I am proud to have spent years with American Express Centurion, where I understood the value of opinions and the importance of data. I truly believe that providing better quality data and insights contributes grandly to successful business strategies.

The wide variety of subjects and marketing problematics I face daily feed my natural curiosity.

Whether we are talking about high end hospitality, luxury fashion, automotive or wealth management, being able to research the top 5 percent and top 1 percent income earners and their impact in the world is a real privilege.

What is the biggest challenge in your work?

The biggest challenge in my work is keeping our base of respondents engaged, unbiased and dynamic using excellence and statistical rigor at every single stage to continuously align with our clients' research needs. This involves complying and keeping up to date with privacy regulations as well as remaining a step ahead on the trends.

What is your work priority for 2020?

My work priority is to continue develop our foot print in the world of luxury research by growing our by-invitation community of verified affluent and high-net-worth individuals, LuxuryOpinions.

We currently operate in 13 markets and will be adding more markets in 2020 to respond to the growing demand from brands. This implies for Altiant to continue our tech initiatives to verify and authenticate members and fully deploy our image validation system, an AI-assisted platform to validate respondent possessions and wealth, and expand our integration of social media listening and pooling.

What is your proudest achievement in luxury?

The Altiant's GLAM monitor. The acronym stands for Global Luxury and Asset Management monitor.

Launched in 2019, GLAM is the first monitor of its kind to look exclusively at opinions from validated affluent and HNWLs.

The tool is completely interactive and covers different areas of interest from luxury automotive purchase intentions to confidence in financial markets and cryptocurrencies.

GLAM found a natural fit in our open Knowledge Center online accessible to researchers, marketers and anyone interested in understanding the global affluent consumers.

How do you see luxury evolving in 2020?

The topic of sustainability in luxury is, rightly so, converting into actions from both brands and consumers and will surely continue to evolve intensely in 2020 and forward.

But as the luxury sector continues to be disrupted, new models are emerging, and I think that 2020 will definitely be the year of the circular economy with the emergence of new models such as rental, second-hand luxury and subscription-based models.

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