

FRAGRANCE AND PERSONAL CARE

Esté Lauder Cos.' Florence Shaffer: Luxury Woman to Watch 2020

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Florence Shaffer

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:

Florence Shaffer, vice president for IT operations and strategy, [Esté Lauder Cos.](#)

"I'm passionate about employee well-being, sustainability, diversity and inclusion, and giving back to the community"

What do you like most about your job?

The boundless possibilities.

Because technology touches nearly every part of the business there's so much potential to inspire, support, delight. If you can dream it, we can create it.

What is the biggest challenge in your work?

Agility.

To respond to ever evolving consumer demand requires cross-departmental coordination to drive growth and innovation. This can be tricky when so many people have different understanding of what technology is and what it is capable of. It isn't always visible. In fact, that's when it can be most magical.

What is your work priority for 2020?

Driving higher industry standards.

I'm passionate about employee well-being, sustainability, diversity and inclusion, and giving back to the community.

Being in luxury, we have a unique position and responsibility to drive better standards across our industries for a better world.

What is your proudest achievement in luxury?

Localizing consumer journeys across digital platforms in Asia to meet customers where they were, in the way they wanted to interact. It was and is an honor working with such a talented, multicultural team across the globe.

How do you see luxury evolving in 2020?

Embracing the redefinition of luxury.

This means breaking barriers, looking outside for collaboration and inspiration to offer something special and relevant to each individual.

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

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