

FOOD AND BEVERAGE

## Pernod Ricard's Kate Zaman: Luxury Woman to Watch 2020

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Kate Zaman

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:

Kate Zaman, director for new business development, **Pernod Ricard**

*"There will be more and more of a focus on the full story of a product, where it's from, how it was made and the whole supply chain transparency"*

What do you most like about your job?

The people and the convivial spirit.

I am lucky to work with a team of passionate, entrepreneurial women that push me to be more creative, drive brand equity, over-deliver our sales goals and continue to look for new business opportunities.

Not many people can say their company's main purpose is conviviality.

I am proud that Pernod Ricard stands behind this in how they do business and it is this culture that makes my job so amazing.

What is the biggest challenge in your work?

My biggest challenge is always not being able to do everything.

So many great opportunities come across my desk, but I have to weigh against the overall strategic vision and mission.

Prioritizing and balancing the opportunities that fulfill our goals for the short- and long-term to create a continued

success. While this is sometimes a challenge, it is also a chaos I thrive in, I love that the possibilities for my business are endless.

What is your work priority for 2020?

The year ahead will include a real expansion of the experiences that we can offer our corporate clients and customers.

Utilizing the power of our amazing luxury portfolio to create bespoke moments and customizations that were not available before.

Our clients look to our brands for their gifting needs, so it is important that we are always innovating and offering beautiful selections each year in our annual Pernod Ricard Gift Guide.

What is your proudest achievement in luxury?

I am proud that I have been able to develop amazing symbiotic relationships between our Champagne and spirits portfolio with some of the most prestigious brands in fashion, beauty and jewelry.

Together we have created some of the most beautiful activations and gifts.

Sometimes I have to pinch myself when I look at our calendar of events or agenda for a meeting. The people and brands I get the pleasure of working with are truly astounding.

How do you see luxury evolving in 2020?

I think there will be more and more of a focus on the full story of a product, where it's from, how it was made and the whole supply chain transparency.

Consumers are more interested than ever on the quality story, the raw ingredients from a health perspective, sustainability and the authentication.

We have seen a few luxury brands embracing the blockchain technology and I think this will expand in 2020 and beyond.

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

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