

HOME FURNISHINGS

Walker Zanger's Erika Egede-Nissen: Luxury Woman to Watch 2021

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Erika Egede-Nissen

By LUXURY DAILY NEWS SERVICE

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 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:

Erika Egede-Nissen, director of marketing, **Walker Zanger**, Los Angeles

"Working with a team that is all behind a computer screen is the biggest personal challenge"

What do you most like about your job?

I am a marketer for premium stone and tile. What I enjoy most about my role is the interaction with architects and designers. It is a joy to see homes and commercial spaces brought to life through their lens.

Watching people experience space in a new light or way is a really fantastic feeling. I love being able to amplify their stories.

What is the biggest challenge in your work?

Moving at the speed of technology and personal taste.

We have to constantly shift our products and promotions based on data and customer need.

It is my job as a marketer to constantly educate and inspire, keeping up with that will always be a challenge.

How have you adapted to the new order of things with the public health crisis?

Increased communications. Both with our internal and external customers, amplified communication has been key.

Producing more content has been very important. We have experienced a nice jump in followers, impressions and engagements.

Working with a team that is all behind a computer screen is the biggest personal challenge.

I really miss the interaction with graphic designers, especially.

We are all remote, keep our spirits up, and stay connected through technology platforms.

What is your work priority for 2021?

Amplifying the brand.

Really capturing those customers who have made their second or third home their new priority.

Working with the designers in helping these customers find the products and solution that will make these homes more livable for full time residents.

What is your proudest achievement in luxury?

Connecting brands to people.

We so often celebrate awards and accolades, but at the end of the day, it is about people and helping to make their lives a little bit better.

Growing brands and seeing human connection is what I am most proud of.

How do you see luxury evolving in 2021?

Continued emphasis on sustainability. Not only products that are thoughtfully sourced and crafted, but those products that stand the test of time and support a holistic approach to luxury lifestyles.

[Please click here to see the entire Luxury Women to Watch 2021 list](#)

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