

SOFTWARE AND TECHNOLOGY

BSPK's Zornitza Stefanova: Luxury Woman to Watch 2021

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Zornitza Stefanova

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:

Zornitza Stefanova, founder/CEO, **BSPK**, San Francisco

"Mainland China will play a key role for brands"

What do you like most about your job?

The people. From my team in Europe, Silicon Valley and New York, to our global heritage customers, their brand advisors on the store floor and the executives in the boardroom.

Our message is: people are the No. 1 priority. Their experience matters and it creates the lasting bond that enables global brands with decades- or centuries-long history to thrive and to continue to bring joy and great memories in our lives.

The joy a great shopping experience with a human touch brings to our lives cannot be underestimated, especially in these times.

As luxury becomes increasingly inclusive, sustainable and encouraging of the global environment, our mission is to empower our customers with great tools for a modern age.

Technology is an enabler of great human experiences, and not an impediment.

The thought and dedication I put daily into my work as a founder and CEO of BSPK in our drive to create a modern future for luxury are what I love most about my job.

What is the biggest challenge in your work?

In-person interaction with our customers and their sales advisors is so important.

Under normal circumstances, I spend half my time in Paris, where we currently work with the leading luxury brands of the world.

Now, amid COVID, this is more difficult but thankfully, I have an amazing and growing team in Paris.

Our customers are also avid users of Microsoft Teams and Zoom. All of a sudden, we are further apart but also closer.

We can schedule my meetings with one day's notice and everyone is available.

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

BSPK has not stood still for a minute. In fact, we have accelerated to best serve the growing needs of customers.

We are taking on new clients and adding new services for existing ones in new markets.

We are expanding in different languages, including Japanese, Chinese and Arabic.

For us, the pandemic has shone a spotlight on the urgency of connecting the shopping experience across touch points: in-store, out of store, ecommerce, and doing so while enhancing the ability of sales advisors and brands to provide great personal service.

It's a moment that calls for agility. Fortunately, because we built BSPK to be flexible, it can connect to a brand's existing technology very quickly.

For example, we connected a brand's internal POS system to BSPK with access to live client and live stock data in just six weeks.

COVID has pushed our customers and us to move and meet their clients' demands even more quickly than before.

What is your work priority for 2021?

To double the size of my team and to triple revenues, bringing on more leading customers, while continuing to meet and exceed the goals of our existing customers

Also, to think globally, and to connect the dots further across the entire spectrum of the client journey.

As McKinsey's analysts wrote about the future of [customer experience](#), white-glove service is both inevitable and economical.

What is your proudest achievement in luxury?

Coming from Silicon Valley, it is important to start a company with a mission. Mine is to lead BSPK to be the global industry standard and category leader, and become the next-generation customer engagement platform for high value transactions.

We are only two years in and the momentum is electric, with some of our customers realizing 85 percent sales conversion and three-fold increase in client retention measured over six months when they engage clients through BSPK.

How do you see luxury evolving in 2021?

Customer service and digital remote engagement with a human touch will become the linchpin for the future success of brands, which will have to get very close to customers and carefully listen to their needs if they want to count them as future clients.

I think we are heading into an exciting period of accelerated innovation for brands. They are already talking about digital stores, empowering all their sales advisors with the right tools and actionable data in order to curate memorable shopping experiences.

Nike just opened a House of Innovation megastore in Paris which it says is the perfect manifestation of how consumers now shop, which is both digital and physical; combining innovation, storytelling and experiences.

In addition, mainland China will play a key role for brands. This will drive more innovation as brands need to think more like innovators to reach Chinese consumers. This will have a positive knock-on effect in the West.

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

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