

APPAREL AND ACCESSORIES

Burberry appoints new chief digital and analytics officer

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Burberry continues in strengthening its digital strategies and moving them forward. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion house Burberry has named CP Duggal as chief digital and analytics officer, a newly created position, effective Sept. 30.

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In this position, Mr. Duggal will be responsible for driving Burberry's digital strategies and leveraging data and analytics to support the company's business ambitions. He will join the executive committee and will report to CEO Marco Gobbetti.

"I am delighted to welcome CP Duggal to Burberry in the newly created position of chief digital and analytics officer," Mr. Gobbetti said in a statement. "CP has deep digital and data and analytics expertise and experience of operating on a global basis.

"His experience of accelerating digital distribution, driving customer acquisition and loyalty, creating award-winning customer websites and mobile apps, leveraging AI and analytics and building and leading the data office function will be invaluable to Burberry in this next phase."

Growing digital

Mr. Duggal joins Burberry after 20 years at American Express, where he led the company-wide digital and analytics organization.



Burberry believes Mr. Duggal will bring significant digital expertise to its brand. Image credit: Burberry

At the beginning of the year, Burberry was experiencing strong sales growth with both in-store and online. Digital full-price sales were up more than 50 percent, a promising sign for the brand's strategic objectives ([see story](#)).

Burberry continues to drive growth through inspired customer journeys, bridging the gap between digital channels and stores by leveraging digital technology.

During the National Retail Federation's Big Show digital conference on Jan. 14, Rajeev Aikkara, then-vice president of digital technology at Burberry, shared insight into the brand's efforts to redefine customer experiences and enable cloud-based business agility ([see story](#)).

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