

MARKETING

Achim Marketing Solutions' Adina-Laura Achim: Luxury Woman to Watch 2022

October 22, 2021



Adina-Laura Achim

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:

Adina-Laura Achim

CEO

Achim Marketing Solutions

Tampa, Florida

"In 2022, China will continue to dominate the industry. Thus, luxury brands will have to localize their retail experiences and design their offerings to match the wants of the Chinese consumers"

What do you most like about your job?

I love the freedom that comes with my job. The freedom to constantly grow, discover new environments, learn from my peers, and connect with industry leaders. Every day, I'm given the chance to become a brand custodian.

Luxury executives entrust me with their brand's story, and my responsibility is to create content that amplifies the voices of their creative teams. This responsibility involves immense trust, and it gives me the power to proactively pursue bigger goals.

What is the biggest challenge in your work?

I was born in a time when the pursuit of a career in luxury business was a lofty goal. And despite my passion for luxury, I proceeded with a more employable degree.

Years later, I saw that focusing exclusively on job security was a mistake. Thus, I transitioned to luxury. The move made me feel like an outsider in the industry.

Today, I understand that my self-imposed limitations stopped me from seeking a career change. And while the new-job anxiety remains present, I learned to be flexible.

What is your work priority for 2022?

2022 is for me a year of value creation. Generating value for our clients, business partners and stakeholders.

I'm talking about going beyond revenue growth and maximizing sales, and building an ethical brand strategy that focuses on integrity, honesty and transparency.

We want to conceptualize innovative marketing campaigns that bring socially responsible companies closer to their customers.

What is your proudest achievement in luxury?

The most gratifying aspect of my job is building strong client relationships.

From the get-go, I tried to build a customer-centric culture, making sure our clients will get the highest level of services at every step of the customer experience lifecycle.

Seeing the success and growth potential of a business partner makes me proud. To me, reinventing brands and building a deeper connection with our audience are the most satisfying aspects of my job.

How do you see luxury evolving in 2022?

In 2022, China will continue to dominate the industry. Thus, luxury brands will have to localize their retail experiences and design their offerings to match the wants of the Chinese consumers.

At the same time, the rise of a global generation of "woke" consumers will change the course of the industry. Luxury brands will have to take a stronger stand on social and political issues, and focus more on social movements.

[Please click here to see the entire Luxury Women to Watch 2022 list](#)