

TELECOMMUNICATIONS

Attentive's Brooke Burdge: Luxury Woman to Watch 2022

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Brooke Burdge

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:

Brooke Burdge

Senior vice president of marketing

Attentive

New York

"Working in marketing is like running one continual experiment you're always testing out new ideas and building on past learnings"

What do you most like about your job?

As a marketer, I love how I get to help create a new marketing technology that's changing the way brands and consumers interact.

Since we founded Attentive in 2016, it has been incredible to see how the platform has shaped the marketing tech ecosystem and helped businesses including many luxury brands grow.

What is the biggest challenge in your work?

One of the biggest challenges that I face is combatting some of the common misconceptions around SMS, particularly that it's only a channel for sending discounts.

What we've seen in working with thousands of brands is that text messaging works extremely well across all price

points and demographics.

Brands are using our technology at every step of the customer lifecycle including brand-building campaigns, product recommendations, first access to new collections, behind-the-scenes exclusives, customer service and more.

What is your work priority for 2022?

Looking ahead, my priority is to keep staying agile and trying new things.

Working in marketing is like running one continual experiment you're always testing out new ideas and building on past learnings.

What is your proudest achievement in luxury?

I'm proud of how, over time, I've been able to help demonstrate to luxury businesses how personalized SMS can help establish authentic relationships with customers, and guide them in a way that best represents their brand.

Text messaging is a space that's typically reserved for a shopper's closest friends and family, so when they opt-in to hear from a brand, they are high-intent potential purchasers or loyal customers. This is a unique and effective communications channel, and it's been exciting to see how luxury brands are adopting it.

How do you see luxury evolving in 2022?

Luxury brands are approaching a turning point, moving towards closer connection to customers' values and wants.

Traditionally, brands have set the tone of the relationship. Now, we're seeing consumers voting with their wallets. They are deciding not just which brands they want to associate themselves with, but which values matter most for them to support, whether that's sustainability or philanthropy efforts.

Luxury brands will do more storytelling and find ways to directly engage with their audiences to understand and better adapt to these evolving interests.

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

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