

AUTOMOTIVE

Audi of America's Emilie Cotter: Luxury Woman to Watch 2023

November 2, 2022



Emilie Cotter

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 25 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.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Here is one honoree:

Emilie Cotter

Chief communications officer

Audi of America

Washington, DC

"Luxury is at its best when we curate the meaningful connection points between our values, our products and our people"

What do you most like about your job?

Audi of America and the automotive industry, at large, is in the middle of a massive transformation.

I love that my job gives me the opportunity to create new pathways forward and build teams to advance such significant progress.

Audi's focus is to lead the way to an electric, more sustainable future, and communications is a powerful catalyst for that change.

Not only are we driving customers to an entirely new experience with electrification, we are also bringing together key stakeholders and acting as a bridge to drive meaningful progress in the business.

Working in the premium category means that we get to do all of that while delivering unique experiences.

One of the great joys of my job is delivering moments that make people feel special and cared for. I want them to

remember Audi as a brand that brings a little memorable magic as well as a fantastic experience through our vehicles.

What is the biggest challenge in your work?

Without challenge you cannot grow, so I spend a lot of time thinking about the current roadblocks as well as what might be ahead.

My job is to guide teams, to do the right things at the right time, to push the business on the right path and also looking forward to steer the strategic direction that will set the communications framework for the longer term.

That balance of solving immediate business needs while setting the stage for the future is an ongoing challenge that I really love.

What is your work priority for 2023?

My top priority for 2023 is sustainable acceleration moving at speed and scale while taking care of my team. As a brand, our goals and objectives are bold, and we want to push forward aggressively.

I am really aware we need to achieve these ambitions in a way that also places a premium on our people.

Now more than ever, teams need explicit support to build in time and space to create, think and rejuvenate while managing the needs of the business.

What is your proudest achievement in luxury?

I am proud to work for Audi and there are so many programs I could mention from Monterey Car Week to our exceptional dinner series with noma, the launch of our Malibu Design Loft and the creation of our first-ever Audi City Guide.

But what I am really most proud of is that our work has a purpose.

Luxury is at its best when we curate the meaningful connection points between our values, our products and our people.

How do you see luxury evolving in 2023?

There is no singular definition of luxury. It evolves and morphs with trends, cultural moments, economic shifts and individual perspectives. Sometimes it is scarcity, other times it is badging or even the freedom of time and space.

In 2023 I believe "discovery" will play a big role in luxury as time continues to be limited and digital algorithms dictate much of what we see online.

I think experiences, artists and creators off the beaten path will become even more coveted. And as someone who loves to seek out the unexpected, I cannot wait.

[Please click here to see the entire Luxury Women to Watch 2023 list](#)