

FOOD AND BEVERAGE

The Macallan's Molly Melville: Luxury Woman to Watch 2023

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Molly Melville

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.

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Here is one honoree:

Molly Melville

Brand ambassador

The Macallan

New York

"Getting to be a part of a movement which challenges mindsets and pushes boundaries of centuries old traditions is also something I thrive at and I am proud to be a part of that journey"

What do you most like about your job?

The Macallan has given me so many opportunities to connect with people from all walks of life through my storytelling, whether it be introducing individuals to The Macallan or sharing a dram of whisky with lifelong fans.

Educating those not only about a passion of mine, but also [about] my home of Scotland is a dream come true.

What is the biggest challenge in your work?

Being a young female in a male-dominated industry has been my biggest challenge.

However, getting to be a part of a movement that challenges mindsets and pushes boundaries of centuries-old traditions is also something I thrive at, and I am proud to be a part of that journey.

What is your work priority for 2023?

My work priority for 2023 is to continue finding new ways to be inclusive in an exclusive industry. Using social

media is a great tool that allows me to make new connections.

I aim to bring fresh ideas and new opportunities to introduce The Macallan to an evolving and diverse clientele.

I am also very lucky to have the opportunity to partner with inspiring individuals and look forward to partnering with more in 2023.

What is your proudest achievement in luxury?

Launching our exclusive Distil Your World New York in the iconic Rainbow Room in Rockefeller Plaza is my proudest achievement in luxury.

Originating from a rural area in Speyside, Scotland, I never imagined I would be center stage of one of New York's major landmarks toasting to over 200 people with an awe-inspiring skyline view featuring the Empire State Building as the backdrop. It is a memory I will cherish forever.

How do you see luxury evolving in 2023?

Luxury is constantly evolving and in order to engage with a new generation of luxury consumers, a strong focus on sustainability is vital. I am grateful to be part of The Macallan whose recent sustainability efforts reflect these values.

For example, The Macallan has a new energy efficient distillery in Speyside which helps protect the environment and supports biodiversity. We now have 90 percent electric vehicles on the estate and electric car chargers for our guests and employees.

Additionally, sustainability continues to be at the forefront for The Macallan through their global partnership with Bentley Motors, where the two work together to create a more sustainable future by unveiling their first product collaboration concept: The Macallan Horizon, the inspirational and highly innovative limited-edition single malt whisky.

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

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