

HOME FURNISHINGS

Kohler picks Samie Barr to run global brand strategy to drive international expansion

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Samie Barr named Kohler Co.'s first chief brand officer in growth strategy. Image credit: Kohler Co.

By LUXURY DAILY NEWS SERVICE

Wisconsin-based homewares giant Kohler Co., targeting global expansion, has named Samie Barr to the newly created position of chief brand officer.

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Kohler plans to plow ahead outside of the United States for all business lines, including its bath, kitchen building and high-end resort offerings. Ms. Barr will report to chairman/CEO David Kohler, strategizing ways to further the organization's goal of crafting luxury living experiences.

"Samie is an inspirational, high-performing leader who will help us continue to further enhance the creativity and impact of the Kohler," Mr. Kohler said in a statement.

"She is a values-based leader known for building high-performing teams with an inspiring and inclusive style," he said.

"Samie brings a deep understanding of global markets and has extensive experience in brand and business strategy, transformational innovation, digital leadership and creative development for some of the world's most-loved and trusted brands."

Ms. Barr will lead Kohler's global creative, media and digital capabilities, as well as the international teams responsible for the brand experience.

In addition, she will run the company's online presence as well, working to further its virtual influence worldwide among consumers and businesses.

Besides golf and luxury resorts, and home amenity design, Kohler also supports solving humanitarian issues with its resources.

Setting the bar high

Working for more than three decades within the customer experience sector, Ms. Barr's most recent position was at CB2, a part of Crate and Barrel Holdings, as the senior vice president of marketing.

Before that, she worked with Hyatt Corporation as the vice president of global brands after holding key positions at Starbucks for 15 years, working both domestically and abroad.

"My experience and passion for leading brands centered around design, hospitality and retail makes this an extraordinary opportunity," Ms. Barr said in a statement.

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