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Burberry appoints new chief financial officer

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A graduate of Durham University, Ms. Ferry served as chief financial officer to U.K. telecommunications firm TalkTalk between 2017 and 2021. Image credit: LinkedIn

By LUXURY DAILY NEWS SERVICE

British fashion house **Burberry** has appointed Kate Ferry, who currently serves as chief financial officer of British automaker McLaren, as its new chief financial officer and executive director.

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Ms. Ferry will succeed Burberry's current chief operating and financial officer Julie Brown, who will leave the company April 1. Ms. Ferry is expected to begin her new role at Burberry in early September and will answer to CEO Jonathan Akeroyd.

"I am very pleased to announce Kate's appointment as chief financial officer," said Mr. Akeroyd, in a statement. "Kate has extensive experience of public markets, business transformation and development and an excellent understanding of the luxury industry."

"She is a strong addition to our leadership team and I am excited about her joining to support this next phase of Burberry's development," he said.

New challenges

As part of her new role, Ms. Ferry will become a member of Burberry's board and executive committee.

Ms. Ferry will oversee functions relating to finance and business services, including investor relations, business services and business continuity.

Commenting on her upcoming appointment, Ms. Ferry expressed enthusiasm to contribute to the brand's success and to work with her future colleagues.

"I am thrilled to be joining Burberry at such an exciting time in the company's development," Ms. Ferry said in a statement. "I look forward to working closely with Jonathan and the rest of the Burberry leadership team to help realize the full potential of this iconic British luxury brand."

There have been several changes to Burberry's top lineup, recently.

Perhaps most notable was the appointment of British designer Daniel Lee as Burberry's new chief creative officer in October. Mr. Lee took over from Riccardo Tisci whose tenure began in 2018.

Mr. Lee made his creative debut for the brand last month at London Fashion Week ([see story](#)).

Burberry recently published an eponymous book, in partnership with luxury publishing house Assouline, detailing the brand's 167-year history from a single store in Basingstoke, England to an internationally-recognized name ([see story](#)).

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