

COMMERCE

Farfetch continues tech hiring spree, appoints ex-TikTok executive to CMO post

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Newly-appointed CMO Nick Tran most recently served as global head of marketing at ByteDance-owned TikTok. Image credit: Farfetch/LinkedIn

By LUXURY DAILY NEWS SERVICE

Online fashion retailer Farfetch is enlisting the help of an award-winning marketing professional with more than two decades of brand-building experience.

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The company has announced that London-based digital executive Nick Tran will take over as chief marketing officer of the platform. Reporting to chief marketplace officer Edward Sabbagh, Mr. Tran will now oversee all global marketing functions for Farfetch Marketplaces.

"Building the Farfetch brand is a key part of our mission to be the global platform for luxury," said Jos Neves, chairman and CEO of [Farfetch](#), in a statement.

"Farfetch has a unique model in the luxury industry and, as such, our brand will be built with an innovative approach to marketing," Mr. Neves said. "This is why I am delighted to welcome Nick, a revolutionary marketer and brand builder, to our team."

New post

Farfetch's latest appointment arrives on the back of a digital hiring spree targeting Silicon Valley's best.

The retailer began the new year by welcoming former global head of in-store at Klarna Sindhura Sarikonda as the new president of Farfetch Americas. Ex-Clubhouse community head Stephanie Simon was also tapped to serve as Farfetch Group's vice president of community and Web3 ([see story](#)).

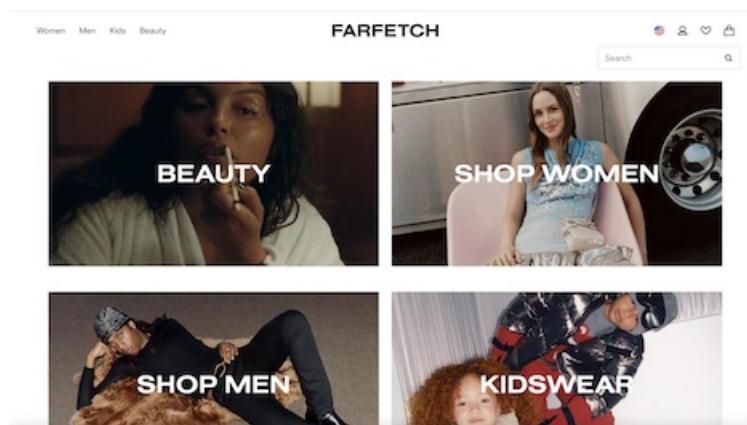
Now, the new media, entertainment and engagement executive brings an extensive track record of converting millennial and Gen Z consumer bases.

In Mr. Tran's case, 20 years of experience spans channels that are core to younger demographics, including stints as vice president of brand and culture marketing at online video service Hulu and senior director of marketing, head of social media and brand culture at South Korean technology company Samsung.

In his most recent role, Mr. Tran led the B2C marketing department at TikTok, handling strategic partnerships, social

media content, global brand strategy, paid media and organic content.

"I am thrilled to welcome Nick, an accomplished marketing executive who has a very strong track record in creating successful brands and marketing moments that engage Gen Z and Millennial audiences around the world," said Mr. Sabbagh, in a statement.



Surviving a tough economic environment near 2022's end, online fashion retailer Farfetch seeks heightened profitability in 2023. Image credit: Farfetch

"These groups comprise a key segment of our customer base and delivering them to our brand and boutique partners is integral to the Farfetch offer," Mr. Sabbagh said. "Successful marketing requires constant innovation and a willingness to push the envelope, something that Nick displayed at TikTok, in particular.

"With Nick at the helm of our marketing efforts and incredible global marketing teams, I am confident that our brand will continue to thrive and evolve, which is a key focus for the new chapter of Farfetch's marketplaces."

Mr. Tran has received global recognition for his work, carrying a "Most Influential CMO" title from *Forbes*, and touting an induction into the American Advertising Federation's Advertising Hall of Achievement in 2021.

The leader received an undergraduate degree from the University of California San Diego before obtaining a master's in business with a focus on marketing and digital strategy from the University of California, Irvine's Paul Merage School of Business.

"The relationship between the consumer and brands continues to evolve and it's more important than ever to create lasting and palpable impressions," said Mr. Tran, in a statement.

"This is an exciting time to be joining Farfetch and be able to shape the connections between the curators, creators, and customers of luxury fashion," Mr. Tran said. "I'm excited to join the Farfetch rocketship and help take the brand to all-new heights."