

**KENNETH IRVING**

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**GLOBAL MARKETING & COMMUNICATIONS EXECUTIVE**  
**Luxury and Premium Lifestyle Brands**

**Passionate brand ambassador and proven leader who leverages creative thinking and global business acumen to drive powerful top- and bottom-line results.** A catalyst who delivers extraordinary events and award-winning PR campaigns that attract attention worldwide and drive measurable growth in niche markets. Demonstrated excellence in tapping into lucrative emerging markets, invigorating growth in established sectors and turning around underperforming regions.

“He is a passionate and extraordinarily insightful brand manager... Ken definitely has a keen sense of the true meaning of luxury...”

*CEO, Lalique, North America*

“Ken’s leadership, dedication and luxury expertise are second to none ...”

*CEO, VMGROUPE/LBCVMG*

**~Building brand success stories globally with strategic partners~**

*Co-promotional partners:* Maserati, Rolls Royce, Guerlain, The City of Beverly Hills, Rodeo Drive Committee, Louis Roederer, La Mer, Four Seasons Hotel, Brioni, Ralph Lauren... *Industry media:* Conde Nast, Hearst Corporation, Penske Media Corporation... *Avid world traveler with a keen understanding of cultural nuances.*

**PROFESSIONAL EXPERIENCE & BRAND IMPACT**

**CHOPARD**, New York, NY and Geneva, Switzerland

2017 – present

*Global luxury fine/high jewelry and watch brand with annual revenues exceeding \$500M in 2016*

**VICE PRESIDENT, MARKETING & COMMUNICATIONS U.S. & EUROPE**

Recruited by global executive search firm for expertise in luxury marketing and communications worldwide. Challenged to rapidly re-establish this iconic brand as a leader against new competitors. Reported to CEO to oversee all marketing activities in the U.S., Europe and Asia. Managed a \$4M+ budget and directed teams in NY, London, Paris, Hong Kong and Geneva. Oversaw agency relationships.

**—Instilled uniformity in global marketing activities to build rapid brand awareness—**

- Restored the brand as “The Gem of the Tsars and Royalty”, earning *Town & Country’s* Jewelry Award for “Best Red Carpet Moment” by partnering with celebrity stylists.
- Differentiated the brand from competitors by leveraging Red Carpet success story to communicate brand’s relevance in all boutique collections.
- Tripled ROI of initial investment in first 3 months of the opening of new boutiques in Bangkok and Sydney.
- Drove significant bottom-line savings by renegotiating or cancelling agreements and restructuring operations. Implemented KPIs to measure and track performance and to maximize resources.

**LALIQUE**, New York, NY

2003 – 2016

*132-year old internationally recognized luxury lifestyle brand*

**SENIOR DIRECTOR, MARKETING AND COMMUNICATIONS – AMERICAS** (2013 – 2016)

Selected for this expanded role to oversee restructuring efforts in Latin America (LATAM) region while still holding accountability for all North American marketing and communications initiatives. Reported to CEO of Americas.

**—Spearheaded and executed multifaceted marketing strategies to reboutique the brand’s iconic image, drive sales in sluggish markets and improve channel performance—**

- Helmed the re-opening of flagship NYC boutique resulting in its rapid acceleration to become the #1 boutique globally.
- Reversed stagnant sales and neglected brand image in Europe; implemented a 360-degree marketing plan that reignited wholesale partners’ interest in vigorously promoting the brand.
- Orchestrated several events and exhibits worldwide in celebration of brand’s 125<sup>th</sup> anniversary that captured nearly 500,000,000 customer impressions and \$15M+ in advertising value.
- Contributed to the success of the international exposure gained from brand anniversary PR by reinvigorating a relationship with the city of Beverly Hills. Launched a Rodeo Drive event that featured \$10M+ worth of glittering jewelry, all of which sold while generating significant PR for the both the brand and the city.

**DIRECTOR, MARKETING AND COMMUNICATIONS – NORTH AMERICA** (2009 – 2013)

Collaborated with Paris-based Global Marketing Director to develop strategic marketing campaigns and initiatives. Directed annual media buy in the U.S. and managed visual merchandising team. Worked with wholesale partners on co-op advertising, catalogues, special events and promotions to establish brand continuity across all platforms. Represented the brand at global trade shows and events such as Paris Expo, Salone Internationale del Mobile and others.

**—Leveraged creativity and strategic vision to drive strong top- and bottom line results in the face of a growing global financial crisis and intense pressure from shareholders to deliver sales growth —**

- Implemented an aggressive marketing strategy: delivered select editorial placements, launched email and direct mail campaigns, and worked with Paris team on more impactful advertising and visuals. Also reviewed philanthropic relationships to maximize ROI and reinforce brand image.
- Drove measurable sales growth in both B2B and B2C channels by working with other teams to create and launch innovate new products that attracted new corporate clients and younger, more affluent consumers.
- Addressed inconsistencies in pricing across all categories to generate stronger margins and drive further sales growth.

**DIRECTOR, PUBLIC RELATIONS & SPECIAL EVENTS – NORTH AMERICA** (2003 – 2009)

Tapped for expertise in marketing and PR, particularly in launch of innovative special events and movie premieres when company decided to re-invent its brand. Reported to CEO and Vice President of Marketing; oversaw all publicity for tabletop, home décor, fashion divisions in North America. Planned and executed all entertainment marketing activities including product placements in films and TV, celebrity styling for photo shoots, TV appearances and Red Carpet arrivals.

**—Invigorated a brand that had become stale. Created strategies to recruit new clients and shift brand perception from luxury home to luxury lifestyle—**

- Doubled annual advertising equivalency from \$10M to \$20M by promoting the brand's accessories in edgier luxury publications and executing special events and product launches:
  - Secured product placements in TV shows and films including *Sex and the City*, and Christopher Nolan's "Batman" trilogy and with celebrities such as Gwyneth Paltrow and Katy Perry among many others.
- Grew brand recognition by capitalizing on the iconic box packaging; showcased this asset in advertising, marketing collateral and all product placements.
- Played an integral in growing accessories categories by 30%. Drove a strong recovery from lackluster market performance by developing and leading powerful re-launch initiatives.
- Developed the marketing and public relations strategies that were pivotal in the successful opening of 3 boutiques in key locations, with one boutique achieving #1 rank in sales for the U.S.
- Headed up partnership with Access to Art to successfully raised more than \$15 with an Art New York project.

**ENTERTAINMENT FIRST**, Santa Monica, CA

1996 – 2002

*Independent film production, financing and distribution company*

**VICE PRESIDENT, WORLDWIDE MARKETING**

- Developed and implemented formal systems and processes that provided critical insights on business activities including distribution rights, project deliverables, cash flow and revenue projections.
- Successfully marketed the company's products and services enabling the production of more than 25 films, many of which competed at internationally acclaimed film festivals.

*Earlier Career: Progressive roles in marketing, communications and leadership*

**EDUCATION | AFFILIATIONS**

BOSTON UNIVERSITY, Boston, MA ~ **Bachelor of Arts, Marketing**

**Luxury Marketing Council** – Member | **NYC Gives** – Founding Member, **Access to Art** – Project Chair | Asia, Europe, North Africa, South Pacific Islands, Australia, Caribbean and the Americas. Fluent in French and Swiss and conversant in Mandarin