



# Nancy Leach

Marketing Specialist | Branding & Communication | Social Connector

📍 Innsbruck, Austria

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## Links

 [LinkedIn](#)

## Languages

English (Native)

German (Fluent)

## About

Experienced Director Of Marketing Communications with a demonstrated history of working in the luxury goods and fine jewelry industries. Strong print and digital media and communication professional skilled in Strategy, Trend Analysis, Luxury Goods, Fine Jewelry, Watches, and Art Direction.

### BRANDS WORKED WITH

Lux Well-being Startup

Maison Birks

swarovski

Swarovski Canada

## Experience

- **Marketing | Branding & Communication Specialist | Jewelry Enthusiast | Entrepreneur**

Lux Well-being Startup | Mar 2023 -



- **Director Marketing Atelier Swarovski Fine Jewelry**

swarovski | Jul 2019 - Mar 2023

Led all aspects of global marketing, responsible for the growth plan for Atelier Swarovski Fine Jewelry across multiple functions including brand marketing, product development, concept development, and 360 marketing launch plans. Responsible for the conception, execution and budget planning of the marketing strategy for the fine jewelry product category and overall brand development.

- Oversaw all elements of the brand go to market strategy – from concept to launch
- Worked closely and conceptualized and created strategic brand messaging and tone of voice with a focus on strong CSR brand credentials and storytelling
- Created and implemented the fine strategy to introduce target consumers to lab-created diamonds and lab-created materials at approachable price points - becoming key driver of all sales
- Oversaw brand functions: product marketing, digital, social, PR and commercial, creative design & direction to ensure cohesive brand strategy deployment



- **Director of Communications Swarovski Gemstones Business**

swarovski | May 2013 - Oct 2019

Passion and commitment to all facets of the Swarovski brand and the ongoing journey to engage our customers – Innovative, creator, and committed to the developments and challenges within the fine jewelry industry. One of the pioneers advocating for the lab-created diamonds. Committed to transparency and the celebration of the crafts people throughout every touchpoint of jewelry creation.

### Strategy

- Brand language consistency - Oversaw the "go to market" B2B online and offline strategy – concept to launch
- Oversaw brand functions: Campaign development, ingredient branding, trend & design, product launch, digital, social, Fairs, PR and media, training, to ensure a cohesive brand strategy deployment
- Brand & product differentiation - conceptualized and created brand messaging and tone of voice with a focus on strong CSR brand credentials and initiatives
- Transformation into an integrated digitally led B2B business
- New product concepts and communication – Development and implement new product concepts, such as lab-created diamonds
- Fine Jewelry trend analysis – development of our industry Gem Visions marketing tool
- Communication reach - Oversaw multi-channel brand content creation including web, owned social, e-commerce, in-store, advertising
- Agile and targeted budget management – deployment of more than 3

million per annum to develop a global B2B reach

Operations, Personnel/organizational management

- Lead, motivate and empower one global communication team which uses resources wisely and assures an aligned approach between the markets and the headquarter
- Constantly raise the level of organizational performance and efficiency
- Managed the recruitment for all internal functions to establish a dynamic and digital infrastructure
- Oversaw local/regional fine jewelry fairs, communication & promotion efforts
- Managed third party industry relationships to establish brand-aligned collaborations and commitments



- **PR & Senior Consultant Gem Creative Swarovski Gemstones Business**

swarovski | Apr 2007 - May 2013



- **Design Support Manager Consumer Goods Division**

swarovski | Jan 2004 - Apr 2007



- **Creative Services Project Manager**

swarovski | Oct 1997 - Jan 2004

Development and co-ordinate with international fashion and jewelry designers, supporting them with the necessary crystals needed to bring their designs alive for the international fashion weeks.

Implementation of various projects with Trend agencies, design schools, and designers.

Project leader for the development of a communications tool "Crystal Premium" trend book.

Direct contact to journalists, fashion houses and conducted interviews with various Designers.

- **District Sales Manager CGB - Sales Retail Partners**

Swarovski Canada | Jan 1995 - Jan 1997

Responsible for the strategic development of the Southwestern Ontario Territory region. Ensuring the substantial growth of the Major Department and Independent stores of approximately 250 retail partners.

Sales Training and Promotions as well as visual merchandising in line with the Swarovski Brand guidelines. The challenge was the growing the brand in the jewelry category to match the growth of the Silver Crystal product.



- **Sales Professional**

Maison Birks | Jan 1991 - Jan 1997

Diamond, Fine Jewelry and Watch Sales. Responsible for the store Visual Merchandising. Ensured the high level of luxury service to existing and new customers

## Education & Training

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2013 - 2013

- **L'ÉCOLE Van Cleef & Arpels School of Jewelry Arts**

Gemstones Investigation: Recognize the Stones,

1989 - 1993

- **Western University**

HBA,

2018

- **Mediterranean School of Gemmology**

Certificate,

