



PRESS RELEASE

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**JACQUES ROIZEN JOINS DLG (DIGITAL LUXURY GROUP) CHINA
AS MANAGING DIRECTOR, CONSULTING**

DLG (Digital Luxury Group) China, the leading international digital agency for luxury brands, announces the appointment of **Jacques Roizen** as Managing Director, Consulting. In this role, Roizen will be taking ownership of DLG's research and consulting business, building up and driving the practice while contributing to the wider growth of the agency globally. Based in Shanghai, he will work closely with Pablo Mauron, Partner & Managing Director China, as well as Iris Chan, Partner & Head of International Client Development, to help brands elevate their digital strategies in China, adopt best practices, and set them up for success in the market.

This move comes at a time where the consumer environment in China has shifted massively as a result of both micro and macroeconomic factors, prompting brands to reassess and refine their approach in this part of the world. "The digital and consumer landscape in China has grown increasingly sophisticated over the years, and it is no longer enough for brands to simply be present," says Roizen. "Given the more challenging environment, brands need to ensure that their digital presence reflects market best practices in order to maximise impact and return on investment."

Rapid changes to China's digital environment have given rise to a new host of challenges, resulting in an intensified focus on brands' infrastructures, specifically in areas such as e-commerce, CRM, activation, as well as people and technology. "Over the past year, our consulting activities showed us a growing frustration and uncertainty expressed at the HQ level, related to the lack of performance or understanding about these infrastructures – which was also partly brought on due to travel restrictions," says Mauron.

"We believe that success in the market is not about chasing trends or novelties to stay relevant, but in building up the right fundamentals and developing the right solutions and best practices to attain a level of operational excellence. This will help to maximise the potential of a brand's existing ecosystem," he adds.

"As DLG China continues to grow, we are very pleased to have Jacques on board, contributing his extensive experience as a senior corporate leader and unique insights as a former consultant," says David Sadigh, CEO and Founder of DLG.

Roizen joins DLG from Danish jeweller Pandora, where he was General Manager, Greater China. During his time with the brand, Pandora became the largest fashion jewellery brand on Tmall. He also implemented best-in-class omni-channel CRM strategies and a loyalty programme that helped the brand to recruit millions of members, and improve brand advocacy with the support of a lifetime relationship programme.

Prior to that, Roizen was Executive Vice President, Digital Transformation at China's largest e-commerce operator Baozun, which is partially owned by technology giant Alibaba and listed on the NASDAQ (BZUN), and CEO of Etam China. He also spent over 16 years in New York, working with management consulting firms Alvarez and Marsal and McKinsey & Company.



About DLG

DLG (Digital Luxury Group) is an international agency with offices in Geneva, Shanghai and New York that offers social media, e-commerce, CRM, consulting and creative services to luxury brands. It has developed a unique expertise in defining and implementing impactful digital strategies that targets sophisticated consumers through a combination of technological know-how, creativity and luxury savoir-faire.

DLG is also the publisher of *Luxury Society*, a trusted intelligence resource for luxury executives. *Luxury Society* offers a global perspective on the industry with exclusive studies and reports; analysis and features; as well as in-depth interviews with industry heavyweights and thought leaders.

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