

JORDAN NELSON LOCKWOOD

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Orveon

Dear Hiring Committee,

I am excited to apply for the Director of Global Marketing opportunity at Orveon. With a career spanning strategy, brand leadership, and organizational transformation, I bring a unique blend of analytical precision and creative storytelling. My experience across McKinsey & Company, EY, and now as Chief of Staff to the CEO at Audemars Piguet Americas has equipped me to lead marketing strategies that elevate brands, drive growth, and strengthen emotional connection with consumers.

At Audemars Piguet, I serve as a bridge between Global HQ and the Americas, adapting global brand and marketing priorities for the US, Canada, Mexico, and LATAM. I lead consumer journey design, regional activation planning, and a diverse partnership ecosystem, ensuring that every initiative reinforces brand relevance and delivers measurable impact. I also drove a multi-country segmentation effort – combining Bain research, IPSOS insights, and internal CRM data – to provide HQ with a clear, market-specific roadmap for growth and more precise client targeting.

These efforts required close cross-functional orchestration between marketing, retail, communications, and client experience teams, allowing me to translate global strategy into actionable regional plans while maintaining consistency with the brand's heritage and creative vision. I've become adept at connecting creative ambition with commercial outcomes and championing work that is both innovative and operationally sound.

My work at McKinsey advising global consumer brands on go-to-market strategy and brand positioning strengthened my approach to insight-driven, culturally attuned marketing leadership. There, I learned to pair rigorous market analysis with compelling storytelling, helping brands clarify their identity while building deeper, more meaningful consumer relationships. During my MBA at Columbia Business School, I further expanded my expertise in the luxury and beauty sector through the Luxury Education Foundation, collaborating directly with top cosmetics and fragrance houses on marketing strategy, consumer psychology, and product storytelling.

I'm inspired by Orveon's purpose-driven vision and would welcome the opportunity to help shape and elevate the global voice of its brands. More about me is available at www.jordanlockwood.com/orveon.

Sincerely,



Jordan Lockwood