

JORDAN NELSON LOCKWOOD

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EXPERIENCE

AUDEMARS PIGUET

New York, NY

Business Strategist & Chief of Staff to CEO, Americas

April 2024 – Present

- Act as primary liaison between the Americas CEO Office (US, Canada, Mexico, LATAM) and Global HQ and Chief Commercial Office, translating global brand strategy into market-specific marketing plans and commercial priorities
- Lead regional strategic initiatives aligning executive goals with marketing programs that strengthen regional performance
- Ensure strategic alignment and coordination between HQ, Regional CEO, and ecosystem of partners and distributors
- Implement Global HQ strategies – translating for country-specific needs and reporting results and feedback to HQ
- Drive financial and marketing outcomes through forecasting, scenario modeling, and macroeconomic analysis
- Delivered a regional client-centricity transformation, optimizing client decision journeys and marketing touchpoints
 - ~50% more efficient sales ceremony; 300K+ added touchpoints; +9% NPS
- Executed targeted market-development strategies using data from IPSOS and cultural insights to grow priority segments
 - +15% growth among women clients; +4% next-gen engagement
- Led a full client-segmentation effort with Bain & Co. to convert global strategy into actionable country-level marketing plans
- Oversee a \$3M partnership ecosystem for philanthropic strategy across multiple countries, managing complex budgets

McKINSEY & COMPANY

New York, NY

Management Consultant

2022 – 2024

- Focus on strategy, marketing lifecycle, organizational performance, operating model design, and business transformation
- Served clients in luxury retail and other sectors – across Europe, the Americas, the Middle East, and Asia
- Developed implementation strategy for dynamic pricing model at luxury cosmetics client, reimagining promotional strategy
 - Total \$10M annualized savings across owned points of sale and international distributor network
- Designed retail operating model and financial governance framework for client, driving >200% ultra-high net worth clients
- Guided C-suite of Italian luxury jewelry client to implement new sales model, aligning incentives to revenue performance
 - Successfully achieved \$1B sales target ahead of plan, driven by boosted Americas and Asian market performance
- Redesigned people performance management for large Middle Eastern corporation, resulting in increased talent retention
- Advised a top-tier bank on retail distribution strategy for financial inclusion, developing a scalable finance model

ERNST & YOUNG

Washington, DC

Senior Consultant • Manager

2018 – 2020

- Developed executive strategy, business process design, public relations, strategic communications, stakeholder engagement activities, engagement tracking, and change impact analyses for clients in the US, Canada, and South America
- Strategized change management support for full scope auditability program, including financial system implementations and associated business process redesign to facilitate comprehensive financial and operational controls
 - Organized Defense Summit for >280 senior service members and military leadership, with >95% positive feedback
- Business development leader for state and local accounts, solutioning process transformations for potential clients
 - Successfully won engagement contracts with US states, foreign government agencies, and large US and Canadian cities

ACCENTURE

Washington, DC

Analyst • Senior Analyst • Consultant

2015 – 2018

- Created stakeholder engagement strategies for US and UK clients to ensure successful adoption of new info system releases
- Led program to engage national network of 175 business operators to identify opportunities for system enhancements
 - Received “Greater Than Award” for most innovative methodology application
- Led all change management activities for Governance, Risk, and Compliance (GRC) improvements for major US client
 - Received “High Performance Award” for excellence in Change Management delivery

EDUCATION

COLUMBIA BUSINESS SCHOOL

New York, NY

MBA, May 2022 | Management Consulting Association | Luxury Education Foundation Program

2020 – 2022

Leadership: Cluster Q | Retail & Luxury Goods Club | Arts Society

Internship: Deloitte Consulting: led org change workstream for implementation of supply chain functionalities

GEORGIA INSTITUTE OF TECHNOLOGY

Atlanta, GA

Bachelor of Science in Business Administration | 3.95/4.0 GPA | Honors Program | Student Government VP

2010 – 2014

Awards: Presidential Undergraduate Research Award, and Jordan Lockwood Award, created in 2014, for excellence in research

Internships: Legislative Intern, Office of Congressman John Lewis, (Summer 2013) | British Embassy Internship (2012)