HiCue speakers
Higher Content & Inspiration



ALEXANDRA WILKIS WILSON

Entrepreneur, Investor, Board Director, Tech Advisor, Mentor, Author, Public Speaker, Co-Founder of Gilt & GLAMSQUAD

- Co-founded Gilt Groupe, which revolutionized the landscape of luxury e-commerce
- Co-founded the beauty service app GlamSquad and the in-home closet organization and styling service Fitz
- Wrote The New York Times best-seller “By Invitation Only: How We Built Gilt and Changed the Way Millions Shop”
- Previously worked for Bulgari, Louis Vuitton and Merrill Lynch

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Alexandra is a visionary entrepreneur and investor who has distinguished herself with a string of digital enterprises that have delighted consumers and disrupted industries. One of the founders of the ecommerce pioneer Gilt, Alexandra has thrived at the leading edge of digital, with recent successes in the on-demand economy, artificial intelligence and machine learning. She's advised scores of new and developing businesses, served on the boards of public and private companies.

Together with Co-Founder Lisa Myers, Alexandra is building a $100M growth equity fund and leveraging her trailblazing experience and extensive network to support extraordinary entrepreneurs in consumer/techsumer.

Most recently, Alexandra was SVP, Consumer Strategy and Innovation for Allergan, responsible for launching consumer-focused digital properties that transformed how the company markets its medical aesthetics portfolio, including BOTOX and Juvederm.

Earlier, Alexandra partnered with serial entrepreneur J. Michael Cline on 2 ventures that brought AI and machine learning to fashion. The first DRESR, an AI-powered app that helped consumers supplement their wardrobes, was acquired by Google before launch. The other Fitz, a fashion styling business, was acquired by Tradesy.

Alexandra was Co-Founder, CEO, and Board Director of GLAMSQUAD, an Uber-style business that provides in-home hair, makeup, and nail services in New York, Los Angeles, and Miami.

She began her career in Investment Banking at Merrill Lynch, and worked at Louis Vuitton North America and Bulgari before creating Gilt, the etailer that transformed online shopping with the flashsale model. As Gilt's Co-Founder and Chief Merchandising Officer, Alexandra helped create the winning strategy that defined the Gilt user experience. She also co-wrote a New York Times bestseller on the company's meteoric and much-imitated trajectory. Gilt was acquired by Hudson's Bay Company in 2016.

Alexandra is a board director at KDC/ONE, a global beauty manufacturer. She has also served as a director at Corelle Brands and Perry Ellis International (Nasdaq: PERY). She has also been active in the venture capital community, with investment and/or advisory

roles at Forerunner Ventures, Montage Ventures, Female Founders Fund and The Fund.

Alexandra is a double H – Harvard B.A. and MBA. She has been featured in scores of major media outlets, received many prominent awards, and given 100+ keynotes. A native New Yorker, Alexandra now lives among her Cuban roots in Miami and speaks five languages.

TEMAS

Alexandra tailors each presentation to the needs of her audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Innovation
- Teamwork/Teambuilding
- eCommerce
- Entrepreneurism
- Women in Business
- Business Growth

PROGRAMAS

How to disrupt your industry: Lessons from a serial innovator

What does it really take to invent our future. Creating value is just the beginning. To make money from innovation, you must drive your industry's evolution -- even before the industry exists. As one of the most successful entrepreneurial innovators today, Alexandra Wilkis Wilson shares the key skills that people need, including spotting value opportunities in new or underserved markets, moving ideas from value creation (revenues) to value capture (profits), building a process around value (not value around the process), selecting the right talent to execute...and much more. This is a critical presentation for all business people looking to maximize growth in the future.

Maintaining Innovation In The Workplace

Most companies and individuals can benefit from incorporating innovative and entrepreneurial thinking and action in the workplace. No matter if you work at a startup or in a big corporate environment, innovation leads to growth, success, job retention and loyalty among employees at all levels. In this presentation, Alexandra explains why it is critical that companies incorporate and welcome innovation and creativity from all levels of an organization.

Women in Business and Leadership Today

As a frequent and celebrated speaker at women's organizations, Alexandra is particularly adept at encouraging women to become leaders and find their true potential in the global workplace. Sharing firsthand experience as a leader and entrepreneur in her own right, she shares stories of working in male-dominated environments including investment banking and the luxury sector, as well as the barriers she shattered in her own endeavors at Gilt and GLAMSQUAD.

Building a High-Performing Team

Great things in business are never done by one person. Building a team is one of the most critical things you can do to drive results, whether you're working in the startup or an established organization. Referencing examples from her own experiences as an entrepreneur, advisor and angel investor, Alexandra examines teamwork at every level of the game, including the skills competency and personalities which compliment the other team members, sharing a common approach and purpose, and marrying these two a structure that enables both creativity and efficient work production, and creating mutual accountability toward that ultimate purpose...all frameworks for building a high-performance team.

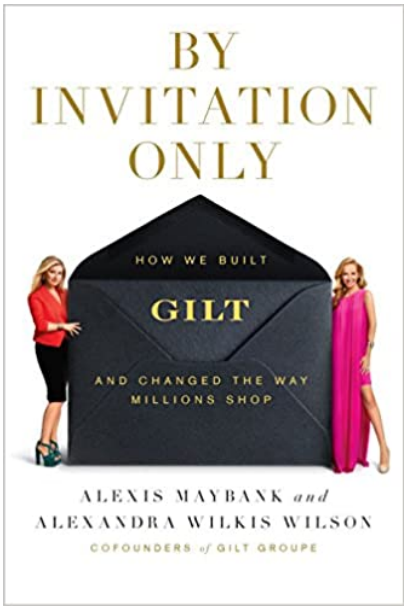
Entrepreneurship 101: Creating A Business From Idea To Launch

It is no secret that most startups fail — how can you prime your start-up for success from the get-go? It's about creating an entrepreneurial culture and results-oriented working environment that attracts the best talent in the business. It's also about taking a disruptive idea

and turning it into a viable business, employing entrepreneurial thought along the way. Delv-ing into some of the stories and themes in her bestselling book By Invitation Only: How We Built Gilt and Changed the Way Millions Shop, Alexandra shares tips on how to start, grow and scale a successful business.

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BY INVITATION ONLY

CONDICIONES

- **Travels from:** Miami, USA
- **Fee Range:** Please Inquire