

GROW WITH TIFFANY SPOTLIGHT

Alfredo Caballero Shares Career Highlights and What Keeps Him Motivated

Alfredo Caballero, **Director - Omni-Channel, Australia and New Zealand**, shares his experiences and perspectives on growing with Tiffany since joining the company in 2015 as Manager - eCommerce, Australia & New Zealand.

What was your first impression of Tiffany as a new employee?

I was incredibly fortunate to spend my first week at Tiffany at the New York corporate office. During that time I met with the global team members who were going to be my key business partners. When I look back I realize that the induction I received really contributed to my ongoing success with the company. In particular, it allowed me to establish relationships and partnerships that continue to be invaluable. Everyone I met from Tiffany was so welcoming. Despite being new, they went out of their way to make me feel like I was part of the family.

Can you tell us about some of your career highlights?

I am fortunate to have joined a brand that is so iconic with such a significant heritage, and be able to influence its legacy through the use of digital and e-commerce. You do not come across an opportunity like this very often. I feel very humble to have been part of the progress we have made in the digital space, and proud to be part of building this new legacy.

You recently had the opportunity to work with the U.S.-based eCommerce Team. Tell us more about this.

I received a call one Friday morning from the North America team asking me to support them in New York for a five to six week assignment to head up e-commerce in the region. Without hesitation, I spoke to my partner and my team, packed my bag and arrived in NYC several days later. The team was so welcoming. They put together a great induction to immerse me in the business as fast as possible. This was a great experience as it allowed me to share and gain knowledge cross-regionally and collaborate with other parts of the business I hadn't been exposed to in the past. I'm very thankful for the opportunity and will never forget it.

Have you had a "pinch me" moment at Tiffany & Co.?

I would have to say being able to work in New York City. It was a once-in-a-lifetime opportunity to be in the "heartland of Tiffany," immersed in the culture and energy of the city. New York really is part of Tiffany's DNA. I spent each day like a typical New Yorker, catching the subway in the morning, grabbing a coffee and bagel on the way to work, and finishing the day with dinner and a play. For me, that was surreal.



What do you think allows you to be successful and *Grow With Tiffany*?

Being proactive and thinking boldly have been very important. The industry and role I am in requires me to constantly evolve, with technology and consumers changing every day. We need to be proactive in everything we do and to think outside the box in order to succeed. At the same time, I'm in a role that is about driving change, and I'm a believer that building strong partnerships is essential in making change happen.

What do you see as the greatest challenge within your role? What advice can you give others experiencing the same thing?

Driving change presents a lot of excitement but also presents challenges. My advice is to partner with key stakeholders and be open to receiving feedback. You need to truly collaborate and be open to perspectives that you didn't consider in order to create the most effective solutions. The notion of change is hard for us all, but we need our teams to understand the potential of new ideas and buy in to move forward.

What keeps you jumping out of bed each morning excited to come to work?

First, it's my team. They have a great attitude and are committed to joining me on this wonderful journey. Ultimately my success is not only dependent on my own performance but also on those around me. Their performance is one of my biggest motivators. Also, Alessandro's vision really excites me and I can see how it will allow us to reach our goal of becoming *The Next Generation Luxury Jewelry*. The work my team and I do contributes to this goal and we all feel that we are a part of this vision.