

Alexandra Wilkis-Wilson

Entrepreneur, Author & Co-Founder of Gilt and GlamSquad

Please contact a GDA agent for information.

Topics

- Branding / Marketing
- Business
- Business Growth / Strategy / Trends
- Consumer Trends

About Alexandra Wilkis-Wilson

Alexandra has now built three companies that exploit new ways to deliver value to under-served markets and consumers. The first was [Gilt](#), a pioneer in the retail market that changed the online retailing landscape with respect to sales. The next was [GLAMSQUAD](#), taking advantage of the Uber-inspired on-demand economy to bring beauty services directly to the homes and offices of busy consumers across the country. The third is her newest company, [Fitz](#). It allows busy clients to utilize the expertise of talented stylists to organize, edit, catalog and build fashionable and functional wardrobes for all occasions, right from the consumer's home. With each business, she has not only spotted under-served value opportunities, but has built a business system and team to turn these opportunities into disruptive innovations in those industries. In her presentations, Alexandra uses her own experiences, as well as other examples to help you identify opportunities and use these as potential game-changers in the future. With heart-felt passion, she delves into the roadblocks and course corrections that all companies, no matter the size, will hit in defining new value creation and by thinking outside of the box. Alexandra is the co-author of the *New York Times* bestselling book [By Invitation Only: How We Built Gilt and Changed the Way Millions Shop](#) (Portfolio/Penguin) documenting the company's meteoric and much-imitated trajectory. Prior to Gilt, Wilson managed retail operations at Bulgari and worked in sales planning for Louis Vuitton North America. She is frequently covered in the media as a pioneer and an entrepreneur on the cutting edge. As a groundbreaking New York City-based entrepreneur and dealmaker in digital commerce, luxury merchandising and business development, Wilson speaks regularly at international conferences and events, sharing stories that make a huge difference in how business their own future opportunities.



Select Keynotes

- **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.

- **Creating 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.

- **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.

- **Women in Business and Leadership**

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.

Select Articles

- [This Gilt Groupe and GlamSquad Co-Founder Has a New Venture](#)

In 2007, Alexandra Wilkis Wilson co-founded flash sale site Gilt Groupe. Seven years later, she became CEO of GlamSquad, an early stage mobile beauty service startup. Two years after that, the serial entrepreneur parted ways with that company to focus on a brand new venture, Fitz, which launched to the public Thursday.

- [This Closet Concierge Service Might Have Just Cured "I Have Nothing to Wear"](#)

Fitz sends two stylists (legit, fashion-industry pros) into your closet to remove EVERYTHING to do some serious organizing. But why two? The better to settle a difference of opinion. Prior to their arrival, Fitz will also send you a survey so your stylists come in super prepared.