



VP Global Brand

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## Confidential Search Brief

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**PANDÖRA**

## VP Global Brand

### Pandora: A Global Icon Poised for an Exciting New Chapter

Pandora is the world's largest jewellery brand by volume, but with just 1.4% share of the global jewellery market, the runway for growth is extraordinary. The business has unparalleled recognition, significant scale, and a deep emotional connection with consumers, and yet its most exciting chapter is still to be written.

Headquartered in Copenhagen and present in over 100 markets, Pandora combines craftsmanship and innovation to create affordable, high-quality jewellery using 100% recycled gold and silver. With more than 6,800 points of sale, including 2,700 concept stores, the brand is a household name with universal resonance. In 2024, Pandora generated DKK 31.7 billion (EUR 4.2 billion) in revenue and continues to invest heavily in brand, product, and digital evolution to unlock its next wave of global growth.

While Pandora is globally renowned for its iconic charm bracelets, which still account for around 60% of revenue, the brand is actively evolving to become a broader, contemporary jewellery house. With personal expression at the heart of its brand positioning, Pandora is expanding its product offering and elevating its storytelling to build deeper emotional connections with consumers worldwide. This transition marks a strategic shift from a historically retail-led organisation to a truly brand-led global business. The commercial model remains rooted in a predominantly owned-and-operated retail estate, but growth opportunities vary significantly by region. The US, Pandora's largest market, continues to grow strongly, while mature markets like the UK, Italy and Australia require more nuanced approaches to ignite further growth. Asia, particularly China, presents substantial untapped potential and is a key focus area for expansion.

Pandora's Danish heritage infuses its culture with a spirit of collaboration, creativity, and progressive values. With a sharpened focus on brand storytelling and emotionally engaging experiences, this is a business determined to lead, not follow, as it redefines what the world's most loved jewellery brand can become.

### VP Global Brand: An Opportunity to Lead a Global Brand Transformation

This is a rare opportunity to elevate a global icon and shape the future of a category-defining brand. You will help unlock the next chapter of growth by transforming how the brand shows up at every touchpoint - from global campaigns and content strategy to the overall creative and operational rhythm of the brand function.

This newly created senior leadership role reports directly to [Jennie Farmer](#), SVP Brand Experience & Channels, and is central to Pandora's ambitious global growth agenda.

As VP Global Brand, you will be the architect of Pandora's brand direction, responsible for evolving the brand platform, shaping the creative DNA, and leading the delivery of emotionally

resonant global campaigns. You will drive storytelling excellence across all brand expressions, embedding cultural relevance and brand clarity across all markets, while ensuring global consistency is balanced with local resonance.

### Key Responsibilities Include:

- Lead the evolution and codification of Pandora's global brand platform and creative positioning
- Design and deliver emotionally engaging global brand campaigns that build equity and relevance
- Develop and implement a year-round content and editorial strategy
- Ensure consistency and excellence across all brand touchpoints (paid, owned, earned)
- Act as a senior partner to global and regional leads across PR, media, influencer, product, and digital
- Support the broader marketing transformation by embedding structure, capability, and creative leadership
- Serve as a senior strategic advisor to the SVP Brand Experience & Channels and CMO, contributing to broader marketing leadership and transformation
- Partner closely with the VP Market Operations to ensure long-term brand strategy aligns with in-year planning and execution across key markets
- Navigate a matrix structure by building strong, trust-based relationships with local and regional Marketing Directors, influencing without direct control to drive global consistency and local relevance
- Play a key role in developing future leadership capability within the function
- Use brand measurement, attribution frameworks and consumer insights to ensure campaigns will resonate globally.

### Success in Role

Within 3 months, you will:

- Establish trusted relationships with global and regional stakeholders
- Deeply immerse yourself in Pandora's brand heritage and culture
- Align around the refined brand ambition and set clear creative and operational priorities

Within 6–12 months, you will:

- Launch a globally resonant brand platform and campaign
- Implement simple strategic frameworks for brand development and execution
- Set brand direction and performance standards across all brand expressions

Longer term, you will:

- Cement Pandora's position as the most emotionally resonant jewellery brand globally

- Shape a truly world-class, performance-driven global brand organisation
- Be recognised internally as a strategic force in driving business-wide growth and transformation

### Let's Talk About You:

This role requires a highly commercial brand leader who is comfortable navigating complexity, building consensus, and driving ambitious change across a fast-paced and culturally diverse organisation.

You are a commercially astute, creatively led operator with a proven track record of cultivating brands that deliver emotional resonance and global cultural impact. Strategic yet action-oriented, you are known for clarity of thought, confidence of direction, and the ability to inspire high performance across matrixed organisations.

You bring the rare ability to blend creativity with discipline. You understand the power of storytelling, but also how to operationalise a brand strategy at scale. You're energised by the opportunity to shape a much-loved global brand and create work that people feel, because you know that emotion builds brands, and brands build businesses.

As an accomplished brand growth leader with extensive experience driving commercial outcomes in multi-brand, international consumer businesses, you combine strategic vision with operational delivery and are equally comfortable setting growth strategy as you are building teams, refining processes, and delivering measurable impact.

In addition, you will be/have:

- Demonstrable success leading brand strategy and creative campaigns at global scale
- Proven experience in defining and evolving global brand platforms and positioning, with a robust understanding of modern marketing channels and full-funnel brand activation
- Strong EQ and demonstrate outstanding stakeholder management and influencing skills across both senior leadership and operating teams
- Able to communicate with clarity and empathy, balancing strategic direction with inclusive leadership to unite global and local teams behind a shared brand vision
- Have deep expertise in managing agency partners and external supplier ecosystems
- A meaningful track record in building, leading, and mentoring diverse, high-performing brand teams
- The cultural sensitivity, humility, and diplomacy to navigate complex organisations while driving forward significant change
- The resilience, dexterity and agility to thrive in a fast-paced, growth-driven environment

- Comfortable operating at both strategic and tactical levels, with the ability to “roll sleeves up” where necessary
- A background in premium consumer, fashion, lifestyle, or beauty sectors is highly desirable

**Location:**

- Based in Copenhagen with some international travel.





**Fortune Hill**

24-38 Bloomsbury Way,  
London  
WC1A 2SN  
United Kingdom

T: +44 (0)20 3958 5500  
E: [info@fortunehill.com](mailto:info@fortunehill.com)