

Contact Information:

The Office of Chief Marketing Officer in New York City
David Katz
T. 212-768-8800

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Randa CMO & EVP David J. Katz Selected as One of LinkedIn Top Voices of 2017

New York, NY (December 13, 2017) -LinkedIn, the world's largest professional network, was acquired 12 months ago by Microsoft for \$26 Billion and has over 530 million registered users and more than 300 million monthly visitors. From this universe of users, LinkedIn's editors have selected David J. Katz, Chief Marketing Officer at Randa Accessories, as one of only 192 "LinkedIn Top Voices 2017."

According to Daniel Roth, Editor in Chief at LinkedIn, "To compile the "Top Voices" list, we use a combination of data and editorial signals to find the people that stand out among the incredible volume of LinkedIn conversations: tens of thousands of comments an hour, over a million posts a day, thousands of articles a week — and tens of millions more shares and likes."

Of these LinkedIn "influencers," a handful stand out as exceptional. Roth describes the selection process for LinkedIn Top Voices, "We screen for engagement (specifically the likes, comments and shares across each contributor's articles, posts and videos); growth of followers tied to publishing activity; and number of times the writer had been featured in editorial channels, a signal of high-quality content. We also emphasize diversity of topics and voices. Then we sort by industry. The list reflects publishing activity over a 12-month period, from November 2016 to November 2017."

The Top Voices, writes Roth, develop an audience through, "consistency, depth and an authentic desire to create conversations (not just content). Compared to all members writing and sharing in 2017, the Top Voices received on average 5X more comments, 72X more likes and 7X more shares on their posts, articles and videos. Each of our Top Voices generated over 120,000 new follows this year — almost 330 new followers a day."

Leveraging his professional and academic expertise, Katz shares his perspective on disruption, retail, innovation and technology through the lens of human behavior. He distills complex and timely content into compelling and personal stories that have engaged his audience, and have generated more than half a million views.

“As chief marketing officer at Randa,” Katz explains. “I am privileged to work with many of the world’s leading retailers, brands, suppliers and thought leaders, including my outstanding partners at Randa. These captains of industry, as with everyone else, are living through a time of great change, challenge and opportunity. A large part of my job is to observe how people respond to change, share my observations, and apply them in ways that provide successful outcomes.”

Asked where he comes up with ideas for his LinkedIn posts, Katz responds, “I have a ravenous and diverse appetite for new information. I collect, what I consider to be, interesting thoughts, concepts, facts and theories; often posting these observations on LinkedIn.” He continues, “I connect these “dots” in new ways, occasionally yielding a useful, unique and new recipe for success which then becomes an “article.”

For Katz, catalysts for content vary from “Eureka” moments while soaking in a tub, to working on specific challenges and combining seemingly random elements until they form a solution. “While I was writing about Amazon launching in Australia,” said Katz, “an article in the Wall Street Journal, ‘Angry Birds Are Ripping \$80,000 Drones Out of the Sky,’ came to my attention. These ideas coalesced into a metaphor about indigenous populations fighting the onslaught of technology and the article, [“Australia & Amazon: The Battleground Down Under,” was born.](#)”

A public speaking experience sparked an “inflection point” and article from Katz. Early in 2017 he delivered a keynote in Las Vegas entitled “Disruption is the Mother of Invention.” During the presentation’s Q&A a distraught attendee said, “I’m a good merchant. I’ve done nothing wrong. My business is being disrupted. It’s not fair. What am I to do?” Katz provided a “textbook” answer, when, according to Katz, “the last thing needed was a textbook.” He shared his experience and insight on LinkedIn with the article, [“What I Should Have Said, But Didn’t.”](#) The article generated passionate likes, comments, and shares. “It’s not businesses which are disrupted,” says Katz, “it’s people. Disruption is not academic, it’s painful.”

“It’s a great honor and responsibility to be chosen as a LinkedIn Top Voice.” says Katz, “My responsibility in 2018 as “Top Voice” and Influencer, is to provide thought-provoking information, along with a usable roadmap, to assist companies, employees and consumers so they may triumphantly navigate these turbulent, disruptive and transformative times...”

ABOUT DAVID J. KATZ

David J. Katz is chief marketing officer at Randa Accessories, an industry-leading multinational consumer products company, and the world's largest men's accessories business.

His specialty is collaborating with suppliers, brands and retailers to innovate successful outcomes in evolving markets.

Named in 2017 as a leading fashion industry "Change Agent" by Women's Wear Daily and a "Menswear Mover" by MR Magazine, he has been featured in The New York Times, The Wall Street Journal, MR Magazine, New York Magazine, and Women's Wear Daily. He is a public speaker, co-author of the best-selling book "Design for Response: Creative Direct Marketing That Works" [Rockport Publishers], and has written many published articles.

He is a graduate of Tufts University and the Harvard Business School, and a student of neurobiology, consumer behavior and "stimulus and response." Katz says, "the name Pavlov rings a bell."

Katz can be reached and read on LinkedIn at: <https://www.linkedin.com/in/davidjkatz/>

ABOUT RANDA

417 Fifth Avenue, New York City, NY 10016

Randa produces belts, small leather goods, neckwear, luggage, casual bags, jewelry, and seasonal accessories including footwear, hats, gloves, and gifts, bringing these to market through all channels of distribution, under more than 50 brands, worldwide. More than the world's largest men's accessories company, Randa uses its scale and expertise to create and expand powerful brands, exceptional products and extraordinary shopping experiences. For more information: <http://www.randa.net>