



RETAIL STRATEGISTS &
SHOPPING FUTURISTS



Elia Auchane
Consultant Retail Strategy
WSL STRATEGIC RETAIL

Her Credo:
*“Shoppers always tell you
where to go next.”*

Elia Auchane is a Retail Strategy Consultant at WSL. Established in 1986, WSL is a global consultancy firm that helps clients anticipate and activate change through innovative shopper-led retail strategies.

Elia is responsible for helping clients transform shopper and retail insights into tangible, actionable marketing strategies. Her experience in planning and leading consumer and B2B campaigns in food & beverage, CPG and hospitality help clients adopt a “shopper-first” mentality and sustainably grow their business. She consults to such industries as retail, health, beauty, food, beverage, home.

Born and raised in France, Elia is a graduate of Rennes School of Business in Brittany and holds a Master of Science in International Marketing. She spends her free time playing volleyball and trying to stay on top of New York City's expansive food scene.