



The Champagne CEO

A Sparkling Journey of Success Through Courage, Confidence, and Collaboration

by Terri Eagle



Non-Fiction - Business/Finance

224 Pages

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Book Review

Reviewed by Asher Syed for Readers' Favorite

The Champagne CEO is Terri Eagle's memoir, detailing her journey through multiple leadership roles in the luxury retail and fragrance industries. Raised in a restaurateur family, she started in pharmacy sales, then advanced to L'Oréal as an account executive, winning Account Executive of the Year. Promoted to national sales manager, she managed major accounts like JCPenney. After joining a fragrance start-up via Michael Eiger, she married attorney Bart Eagle. At Montblanc, CEO Stanislas de Quercize coached her into executive leadership. At David Yurman, she expanded retail stores and boosted brand presence. Later, as CEO of a Bali-based jewelry company, she faced abrupt dismissal during the 2008 recession. She then led F. Schumacher's revitalization, before becoming Morilee's CEO, guiding it through COVID-19 with innovations like retail boutiques and an ambassador program, cementing sales growth and team morale with her "Velvet Hammer" leadership style.

The Champagne CEO: A Sparkling Journey of Success Through Courage, Confidence, and Collaboration offers a well-written, behind-the-scenes account of brilliant leadership and how author Terri Eagle got there. Eagle delivers a clear and polished depiction of corporate reinvention, with writing that is uniquely conversational and wonderfully approachable. What sets this memoir apart is its real-world applicability: topics like strategic cash flow management, employee morale, and boardroom politics are addressed with precision and authority. Eagle's lean into financial acumen, people-focused leadership, and operational clarity are lessons that were hard-earned for her, and that is exactly what gets a reader's attention. Whether she's describing negotiations with landlords or launching in-store boutiques, Eagle maintains a grounded and realistic focus, making this a guide as well as a memoir, full of substance for readers seeking leadership lessons, not just storytelling. It's informative, well-structured, and refreshingly direct in tone. Very highly recommended.