ESSEC Business School, L’Esprit Pionnier

CRÉÉE EN 1907, ESSEC BUSINESS SCHOOL EST UNE INSTITUTION ACADÉMIQUE D’EXCELLENCE QUI S’EST, TOUT AU LONG DE SON HISTOIRE, ILLUSTRÉE PAR SON ESPRIT PIONNIER.

En formation initiale comme en formation continue, l’ESSEC propose une large gamme de programmes à tous ceux qui souhaitent vivre une expérience d’apprentissage hors du commun, fortifier leurs talents, exprimer leur leadership et devenir des managers de haut niveau.

Institution séculaire, forte d’un large réseau d’entreprises et d’institutions académiques en France et partout dans le monde, l’ESSEC fait le choix de fonder son développement sur trois principes : l’innovation, l’implication et l’internationalisation qui constituent les trois axes de la stratégie ESSEC 3i tournée vers 2020.

Institution irriguée par la recherche et engagée dans une ambitieuse politique d’alliances avec des institutions de premier rang, l’ESSEC a le souci constant de confronter ses étudiants à des savoirs de pointe, au croisement des disciplines, et de les faire bénéficier des dernières technologies.

Marquée par une profonde tradition humaniste, l’ESSEC a fait du lien entre vie économique et société un sujet majeur de recherche mais aussi un enjeu fondamental de la formation de managers responsables. Par là-même, l’ESSEC affirme la nécessité de mettre l’innovation, le savoir et la création de valeur au service de l’intérêt général.

Avec des étudiants originaux de 84 pays, un corps professoral très largement international et une implantation en Asie-Pacifique depuis 2005, l’ESSEC est une institution internationale et multiculturelle. Cette internationalisation se renforce avec un nouveau campus de 6 500 m² à Singapour et des projets de développement en Afrique et en Amérique latine.

Ces trois axes – l’innovation, l’implication et l’internationalisation - forgent la philosophie pédagogique de l’ESSEC, commune à l’ensemble des programmes : accompagner chaque étudiant tout au long d’un parcours de formation tourné vers la conquête de sa liberté. Étudier à l’ESSEC, c’est dessiner son propre chemin vers l’avenir et intégrer une communauté solidaire de 47 000 diplômés à travers le monde !

Bienvenue à l’ESSEC!
Introduction

2016 marks a very special year for us, as we are celebrating the 21st Anniversary of ESSEC’s MBA in International Luxury Brand Management.

Launched in 1995 and regarded by some with a certain degree of scepticism because at that time specialized MBA’s just did not exist, with 17 students in the first class, the numbers have steadily risen over the years with 44 students in this year’s class graduating in September 2016 and over 600 alumni around the globe.

We are particularly proud that this program, still the only one of its kind, has become a reference in terms of international luxury brand management both within the educational field and within the luxury industry itself and that over the years we have been able to fulfil our initial goal to “train the Managers of Tomorrow”, with a number of our alumni now holding key positions in the industry worldwide.

Every year the program attracts participants from as many as 20 different nationalities with an average of 7 years international professional experience. This one year program provides an intensive and demanding learning experience in fashion & accessories, jewellery & watches, fragrances & cosmetics, wines & spirits and retail. Students are exposed to all the major players in the industry through CEO & HR conferences, site visits, case studies, field projects and mentors thus enabling them to constitute a huge diversity of expertise and an invaluable network of industry professionals.

The MBA Program also provides ongoing career orientation and support to participants to help them find suitable positions upon graduation. Individual counselling, seminars on job search techniques, interview simulation exercises, recruitment sessions and CV Book distribution are some of the ways we assist participants and keep them in contact with job market realities during their studies.

Please feel free to directly contact those participants whose profile may be of specific interest to you.

The CV Book is also available on www.essec.edu under MBA Luxe.

Anthea Davis
Director of Corporate Relations and Career Development
Tel.: 33 (0) 1 34 43 31 68
Brief description of the MBA Program

The MBA in International Luxury Brand Management program is a one-year intensive program, delivered in English at the ESSEC Campus, on the outskirts of Paris.

It is structured to provide maximum exposure to the luxury and prestige goods industry.
In addition to the studies and projects focusing on the sector, participants also gain practical experience and in-depth knowledge of the industry through Boutique Internships, International Field Trips, and Global Field Projects.

Boutique Internships
The luxury and prestige sector is one where retail is the ultimate battleground. Therefore all MBA participants spend at least 1 week working in a boutique. At the end of the internship, both MBA participants and host companies write an evaluation report.

International Field Trips
Two field trips are organized to major international destinations, which either have an established luxury sector or have an emerging market in the luxury sector. Through company presentations and site visits, MBA participants are able to better understand these markets and gain a deeper insight into the company from an international perspective. Field trips this year are to Hong Kong/Dubai and Milan/Florence.

Global Field Projects
Participants are required to carry out specific consultancy projects for luxury and prestige companies to give them maximum exposure to real life situations within the industry. The Global Field Project is carried out in teams of 3/4 between May and July. It concerns a business issue within a company (for example, business plan for a new activity, feasibility study for activity expansion abroad) and is monitored by an MBA Professor and by a company executive.

MBA Participants’ Profile

<table>
<thead>
<tr>
<th>Average Age</th>
<th>30 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age Range</td>
<td>25-36 years</td>
</tr>
<tr>
<td>Average work experience</td>
<td>7 years</td>
</tr>
<tr>
<td>Academic background</td>
<td>14% Marketing, 14% Finance/Accounting, 24% Economics/Business, 12% Science/Engineering, 19% Social Sciences, 10% Design, 7% Law</td>
</tr>
<tr>
<td>International participants</td>
<td>over 92% of students are non-French, representing around 20 countries each year</td>
</tr>
<tr>
<td>Class size range</td>
<td>around 40 participants</td>
</tr>
</tbody>
</table>

Examples of Global Projects

<table>
<thead>
<tr>
<th>Accessories</th>
<th>Analysis of customer service in boutiques</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watches</td>
<td>Brand extension into jewelry</td>
</tr>
<tr>
<td>Leather Goods</td>
<td>An audit of brand image in travel retail</td>
</tr>
<tr>
<td>Fashion</td>
<td>Brand extension for a women’s fashion brand into the male market</td>
</tr>
<tr>
<td>Retail</td>
<td>Development and implementation of a merchandising system for retail operations</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>1) Developing the male cosmetics market in the USA. 2) The importance of luxury service on the Chinese market</td>
</tr>
<tr>
<td>Wines and Spirits</td>
<td>Building brand communication</td>
</tr>
<tr>
<td>Jewelry</td>
<td>Developing and launching male jewelry</td>
</tr>
<tr>
<td>Cars</td>
<td>Developing a business plan for a luxury car company</td>
</tr>
</tbody>
</table>
ESSEC MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

**Alumni news**

The MBA now has over 600 graduates working in leading positions in over 30 countries around the world.

Whilst the positions our alumni occupy once they have graduated will depend on prior work experience, nationality and personal competencies, the following gives some examples of career paths before and after the ESSEC MBA in International Luxury Brand Management.

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Work Experience Years</th>
<th>Position before MBA</th>
<th>Country</th>
<th>Position after MBA</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazilian</td>
<td>8</td>
<td>Project Manager, ITA Constructions</td>
<td>Brazil</td>
<td>Business Development Manager, Lancel</td>
<td>Hong Kong</td>
</tr>
<tr>
<td>Chinese</td>
<td>5</td>
<td>Creative Director, Reflexasia</td>
<td>China</td>
<td>Merchandising Executive, Stella McCartney</td>
<td>China</td>
</tr>
<tr>
<td>Japanese</td>
<td>8</td>
<td>Global Production Controller, Nissan</td>
<td>Japan</td>
<td>Travel Retail Area Manager, Elizabeth Arden</td>
<td>Japan</td>
</tr>
<tr>
<td>American</td>
<td>11</td>
<td>V.P. Brand Practice, Ketchum</td>
<td>USA</td>
<td>Snr VP Fragrances, Lancôme</td>
<td>USA</td>
</tr>
<tr>
<td>Indian</td>
<td>8</td>
<td>Global Product Marketing Manager, Hewlett Packard</td>
<td>India</td>
<td>Marketing Manager, Remy Cointreau</td>
<td>India</td>
</tr>
<tr>
<td>French</td>
<td>4</td>
<td>Office Manager, Dalumni</td>
<td>France</td>
<td>Buyer/Product Manager, Accessories, Printemps</td>
<td>France</td>
</tr>
<tr>
<td>Canadian</td>
<td>5</td>
<td>Lead Category Analyst, Canadian Tyre Corp.</td>
<td>Canada</td>
<td>Trainee Store Manager, Louis Vuitton</td>
<td>China</td>
</tr>
</tbody>
</table>

**Sectors of Activity in which 2015 graduates are working**

- 35% Fashion & Accessories
- 24% Fragrances & Cosmetics
- 28% Jewelry & Watches
- 7% Wines & Spirits
- 3% Own Start-up
- 3% Consulting

**Positions 2015 Graduates Hold**

- 35% Operational Marketing
- 3% Product development
- 35% Retail Operations
- 3% Founder
- 7% Business Development/Wholesale
- 3% Consulting
- 3% CRM/Digital Marketing/Social Media
- 11% HR

Alumni news
Synergies between the MBA and Industry

Each year the program continues to build an active network with the luxury industry. Companies present on campus, or organise site visits. They are also involved in Scholarships, Selection Juries, the Mentor Program, Boutique Internships, Case Studies, Field Projects and Field Trips.

Our sincere thanks to L’OREAL, FIRMENICH, and EDMOND SARAN for providing scholarships last year.

Here is an overview of the companies recently involved in the program.

Current Partners and Contributors include

Audemars Piguet
Armani Hotel Dubaï
BeThe1
Boodles
Burberry
Calvin Klein
Chalhoub
Champagne Collet
Chanel
Chanel Parfums
Château de Versailles
Christian Dior Couture
Christian Louboutin
Clarins
Ermenegildo Zegna
Estée Lauder Companies
- Bobby Brown
- Clinique
- Estée Lauder
- Jo Malone
- La Mer
- Mac Cosmetics
- Tom Ford Beauty

Firmenich
Fioriane de Saint Pierre
Fondazione Altagamma
Harvey Nichols
Hermès

Kering
- Balenciaga
- Bottega Veneta
- Gucci
- Saint Laurent

L’Oréal Luxe
- Giorgio Armani Parfums
- Kiehl’s
- Lancôme
- YSL Beauté

LVMH Group
- Acqua di Parma
- Bulgari
- Christian Dior Parfums
- D.F.S.
- Emilio Pucci
- Fendi
- Guerlain
- Krug Vins Fins de Champagne
- Loro Piana
- Louis Vuitton
- Moët & Chandon
- Moët Hennessy
- Sephora

Nars Cosmetics

Paraffection Group

Pernod Ricard Luxury
- Royal Salute
- Martell
- Perrier Jouet

Le Printemps
Richemont
- Cartier
- Chloé
- Vacheron Constantin
- Van Cleef & Arpels

S.T. Dupont
Salvatore Ferragamo
The Swatch Group
- Tissot

Tiffany & Co

Tod’s Group
- Hogan
- Roger Vivier
- Tod’s

Valentino

Valextra

Visoanska

Yoox Net-a-Porter Group
Curriculum Vitæ
Rachel AARON

Rachel.m.aaron@gmail.com

Nationality: Canadian

CAREER OBJECTIVE

A role in operations, distribution or supply chain management in jewellery and watches or fashion and accessories.

PROFESSIONAL EXPERIENCE

2016  Salvatore Ferragamo, Florence, Italy
(2 months)
ESSEC Field Project/consulting mission
• Creating a business strategy approach for fine jewellery and bijoux product categories

2016  Feelunique.com, London United Kingdom
Consultant, Customer Experience
• Audited the existing customer journey
• Developed a digital strategy and improved the digital customer experience
• Designed a loyalty program and assisted Feelunique.com in improving customer experience

Feb 2016  Chanel, Paris France, Intern – Sales Associate
(1 week)
• Rotated through shoes, leather goods and accessories departments
• Assisted in various back office operations including stock room organization, retail operations, visual merchandising, and after sales service
• Assisted senior sales associates with international VIP customers

2013 – 2015  CarbonCure Technologies, Halifax, Canada
(Green Technology Start-Up Specializing in Concrete)
Director of Corporate Development
• Managed strategy analyst and coordinated management team (CTO, CFO VP Sales) to determine development of business units and meet annual corporate goals
• Transitioned revenue model from royalty structure to a flat fee; developed sales and marketing strategies to properly align with technology development
• Negotiated bulk pricing agreement with supplier to reduce costs of technology implementation
• Grew revenue of customer base by 33% by developing new markets in green building products

2011 – 2013  Innovacorp, Halifax, Canada (Early Stage Venture Capital Fund)
Investment Associate
• Responsible for assessing over 350 early stage technology companies per year for venture capital investment and developing companies as investment prospects
• Conducted market research, financial modelling, pro forma document review, due diligence, negotiation and legal due diligence as part of the investment process
• Streamlined internal due diligence and management oversight responsibilities to allow partners to increase their deal management from 5 deals per partner to 8 deals per partner
• Managed due diligence process for follow on investment resulting in deployment of 3.5 million USD in capital to 10 start-up companies

2010 – 2011  MMM Group, Ottawa, Canada (Engineering Conglomerate)
Planning Associate, GIS Analyst
• Part of a 30 person team working on a master plan for the two holy cities of Makkah and Madinah in Saudi Arabia
• Assisted in the research and writing of several plan deliverables including a land use plan, housing plan, development and growth plan and environmental plan for both cities
• Conducted extensive GIS analysis for comprehensive plan deliverables

EDUCATION

2015 - 2016  ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
Case Studies include: a comparative study between Van Cleef & Arpels and Chow Tai Fook

2006 - 2010  Dalhousie University, Halifax, Canada
Bachelor of Environmental Land Use Planning, Honors

LANGUAGES AND TECHNOLOGY

Languages  English: fluent, French: advanced
Computer skills  MS Office, Keynote Pages, HTML (intermediary), social media, wordpress

INTERESTS

Travel, jewellery, fashion, reading, old movies
**CAREER OBJECTIVE**
To pursue a career in retail or product management, preferably in store operations or travel retail for a fashion, accessories or wine & spirits brand or group.

**PROFESSIONAL EXPERIENCE**

<table>
<thead>
<tr>
<th>Year</th>
<th>Company/Location</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>DFS, Saipan, USA &amp; Hong Kong, S.A.R. P.R. China</td>
<td>DFS Field Project, Consulting Mission&lt;br&gt; • Developing a business plan to enhance the customer experience in order to drive business in the T Galleria by DFS in Saipan (Northern Mariana Islands)</td>
</tr>
<tr>
<td>Feb 2016</td>
<td>Chanel, Paris, France</td>
<td>MBA Intern, Chanel Boutique, Printemps department store&lt;br&gt; • Responsible for sales advising for a multi-cultural clientele&lt;br&gt; • Achieved highest sales turnover of the day on second day of the internship</td>
</tr>
<tr>
<td>2014 – 2015</td>
<td>Style-Vision Asia Ltd., Shanghai, P.R. China</td>
<td>Business Development Manager, Automotive and Industrial Accounts&lt;br&gt; • Responsible for business development, project consulting &amp; communications&lt;br&gt; • Successfully brought in and managed several large accounts incl. Nissan (China), Hyundai (China)</td>
</tr>
<tr>
<td>2012 – 2014</td>
<td>China Harmony New Energy Auto Holding Ltd., Shanghai, P.R. China</td>
<td>Premium Brands Executive, Ultra-Luxury Vehicles Division&lt;br&gt; • Developed business for Ferrari, Maserati, Rolls-Royce &amp; Aston Martin across China&lt;br&gt; • Consulted on retail operations and branding across brands&lt;br&gt; • Provided customer service training and quality assessment&lt;br&gt; • Managed relationships (B2C, B2B)&lt;br&gt; • 2014: Awarded best service performance for Ferrari, Maserati and Rolls-Royce dealerships&lt;br&gt; • 2014: Achieved highest sales performance countrywide for Ferrari and Maserati dealerships</td>
</tr>
<tr>
<td>2012</td>
<td>The Ritz-Carlton Hotel Shanghai, Pudong, Shanghai, P.R. China</td>
<td>Intern, Human Resources and Public Relations department&lt;br&gt; • Involved in all HR and PR operations, improved in departmental key operations&lt;br&gt; • Managed social engagement and content strategy across virtual communities&lt;br&gt; • Planned and hosted editor meetings, prepared press releases, managed VIP guests&lt;br&gt; • Successfully initiated cooperative projects with local Louis Vuitton and Burberry boutiques&lt;br&gt; • Successfully executed digital &amp; social projects, driving follower-numbers across media</td>
</tr>
</tbody>
</table>

**EDUCATION**

<table>
<thead>
<tr>
<th>Year</th>
<th>Institution/Location</th>
<th>Degree/Achievements</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015 - 2016</td>
<td>ESSEC Business School, Paris, France</td>
<td>MBA in International Luxury Brand Management, L’Oréal scholarship recipient&lt;br&gt; Case studies include: Brand Identity and DNA Analysis (Fendi), Omni-channel Strategy (H&amp;M), New Product Launch (S.T. Dupont), Retail Distribution and Strategy Analysis (Burberry), Brand Analysis (Maserati, Tesla Motors), US Market Strategy (Omega), Pop-up Exhibition Development (Kenzo) etc.</td>
</tr>
<tr>
<td>2009 – 2013</td>
<td>Hotel School The Hague, The Hague, The Netherlands</td>
<td>Bachelor of Business Administration in Hotel Management&lt;br&gt; (Top of the class, GPA 83.58, best thesis)</td>
</tr>
</tbody>
</table>

**LANGUAGES AND TECHNOLOGY**

<table>
<thead>
<tr>
<th>Language</th>
<th>Level</th>
<th>Computer Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>German</td>
<td>Native</td>
<td>Windows XP, Mac OS X, Microsoft Office, Opera, Fidelio, Micros</td>
</tr>
<tr>
<td>English</td>
<td>Fluent</td>
<td></td>
</tr>
<tr>
<td>French</td>
<td>Advanced</td>
<td></td>
</tr>
<tr>
<td>Spanish</td>
<td>Basic</td>
<td></td>
</tr>
<tr>
<td>Mandarin</td>
<td>Intermediate</td>
<td></td>
</tr>
</tbody>
</table>

**INTERESTS**

- Contemporary art, Japonism, politics, literature, opera, dragon boat paddling
- Support for children in need (Huixin Orphanage Shanghai and Ritz-Carlton Community Footprints Foundation)
CAREER OBJECTIVE
A role in marketing or business development in jewelry & watches or in fashion & accessories

PROFESSIONAL EXPERIENCE

2016 Cartier, Paris, France
(2 months) ESSEC Field Project/consulting mission
- Recommending a plan to create exceptional experiences and defining the accurate digital strategies for Cartier’s VIPs

(1 week) Retail operations internship
- Assisted the management in daily operations of a luxury boutique

2009 – 2015 Musée du Louvre, Paris, France
Exhibitions Project Manager – Registrar. Exhibitions Department
- Organized exhibitions in coordination with internal and external counterparts (curators, lenders, couriers, carriers, insurance companies, architect, publishers, sponsors) – a typical exhibition requires management of up to 90 lenders in more than 15 countries, involves more than 100 people, and implies collaboration with 2 to 3 partner cultural institutions
- Supervised and controlled exhibition’s overall budget
- Managed loan requests and negotiated loan conditions. Secured venues, wrote contracts and negotiated cost sharing agreements for travelling exhibitions
- Bought services: handled the public tenders for transport & insurance, recruited and managed staff
- Spoke in public in various conferences internationally

2011 – 2012 Musée du Louvre, Paris, France
Deputy Head of Exhibitions Department (Maternity Cover)
- Oversaw the general activity, the good execution of projects within deadlines
- Managed a team of 4 coordinators and deputized for the Head of exhibition when necessary

2007 – 2008 Réunion des Musées Nationaux (RMN), Paris, France
Exhibitions Registrar
- Managed transport, installation planning and insurance of borrowed works. In charge of public tender, budget control

EDUCATION

2015 – 2016 ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
Case studies include: Bulgari – Brand identity; Cartier and Messika – Brands’ biography and success factors; Pucci – How to attract Millennials to stores; Chow Sang Sang and Damas – Business model study

2002 – 2006 Ecole du Louvre, Paris, France and Sorbonne University, Paris, France
Museum studies diploma and Master’s Degree in Art History

2001 – 2004 Toulouse Business School, Toulouse, France
Graduate Business School diploma

2004 Tec de Monterrey, Mexico, Mexico
1 year MBA

LANGUAGES AND TECHNOLOGY
Languages French / English / Spanish: trilingual, Italian: basic
Computer skills MS Office, Filemaker, TMS, Photoshop, Illustrator

INTERESTS
Travelling, sailing, art, fashion, interior design
CAREER OBJECTIVE
Retail Management in Fashion and Accessories or Jewelry and Watches, preferably in the United States or London.

PROFESSIONAL EXPERIENCE

2013 – Present
Salvatore Ferragamo, Florence, Italy
ESSEC Field Project / Consulting Mission
- Developing a business strategy for the fine jewelry and bijoux product categories.

2012 – 2015
Medline Industries, Mundelein, United States
(Largest privately held manufacturer and distributor of healthcare supplies in the United States)
Product Manager
- Responsible for multiple product lines with a combined total of $13 million in annual sales.
- Supervised and trained two direct reports in operational and tactical aspects of the product lines.
- Negotiated pricing and programs with new and current suppliers that resulted in an average of more than $50,000 in cost savings annually.
- Developed promotional programs for specific customer segments and worked directly with sales force and sales management to develop and launch marketing campaigns for these programs.
- Traveled internationally to develop and maintain relationships with current suppliers, develop relationships with potential suppliers, and to learn manufacturing processes.
- Traveled nationally to meet with customers, meet and work with the sales force, and give presentations and perform product demonstrations at national and regional sales meetings.

2008 – 2012
Uline, Pleasant Prairie, United States
(Largest distributor of shipping, industrial, and packaging materials in North America)
Associate Product Manager
- Responsible for multiple product lines with a combined total of $43 million in annual sales.
- Selected new products, generated catalog page layouts, and wrote product copy for catalog.

2007 – 2008
Abercrombie & Fitch, Mishawaka and Chicago, United States
Store Manager
- Managed a team of 250 staff members, including 5 reporting managers.
- Exceeded annual sales targets by more than 15% annually, with the exception of 2008.
- Managed company merchandising and presentation standards.
- Trained, coached, and motivated all staff members by setting high, but achievable goals, providing feedback, and effectively communicating with each member of the team.

2006 – 2007
(Leading distributor of shipping, industrial, and packaging materials in North America)
Store Manager
- Responsible for the visual merchandising role of the management team, which involved the implementation and maintenance of planograms for quarterly floorsets and weekly updates.

2003 – 2006
Brand Representative

EDUCATION

2015 – 2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
- 2016 Class Representative, elected by classmates

2013 – 2015
The University of Chicago Booth School of Business, Chicago, United States
MBA, Concentrations in Marketing Management, Strategic Management, and Entrepreneurship
- Member of Booth Retail, Apparel, and Luxury Group and Booth Marketing Club

2003 – 2007
University of Notre Dame, Notre Dame, United States
BBA, Concentration in Marketing

LANGUAGES AND TECHNOLOGY
Languages
- English: native, French: intermediate
Computer skills
- Advanced competency in Word, Access, Excel, PowerPoint, Outlook, SAP, and AS/400.

INTERESTS
International travel, fitness and nutrition, fashion, and music.

t boggs@chicagobooth.edu

Nationality: American
CAREER OBJECTIVE
A brand management or business development role preferably in jewellery & watches or fragrances & cosmetics

PROFESSIONAL EXPERIENCE

2016
DFS, Hong Kong
(2 months)
ESSEC Field Project/consulting mission
• Proposing a plan to enhance the customer experience in order to drive business in T Galleria Saipan

2014 – 2015
Manufacture HYSEK S.A, Shanghai, China
(An independent Swiss Watch maker)
Business Development Manager, Business Development Department
• Opened the brand’s first flagship store in China (Peninsula, Shanghai)
• Set up a store retail team by recruiting and managing a 5-member team
• Conducted private VIP events around China

2011 – 2014
ETERNAL Optical & Perfumery (Far East) Ltd, Shanghai / Hong Kong, China
(An exclusive distributor of over 60 international fragrance, skincare, cosmetic, optical and sunglass brands in Hong Kong, Macau and Mainland China)
Brand Manager of P&G Prestige Fragrance, Fragrance & Beauty Division
• Responsible for the overall business strategy and all base business activities of P&G Prestige fragrance brands (Gucci, Dolce & Gabbana, Hugo Boss, Lacoste & Escada)

2011 – 2013
Distribution Channel Manager, Fragrance & Beauty Division
• Led development of trade marketing strategy to achieve defined business objectives across fragrance, beauty and skincare categories
• Set up a wholesale/key account distribution organization throughout South China that increased sales by 30% per year

2010 - 2011
P&G, Guangzhou, China
Key Account Manager, Customer Development Department
• Led 3-year joint business plan with clients

2005 – 2010
ETERNAL Optical & Perfumery (Far East) Ltd, Shanghai / Hong Kong, China
Business Development Manager, Fragrance & Beauty Division
• Launched French beauty brand Bourjois in China in 2009
• Managed fragrance sector press/media relations, editorial tracking, reporting, press presentations, and media planning/monitoring in 2008
• Generated €10.7 M in retail value sales in 3 years by developing and establishing partnership with key account clients

EDUCATION

2015 – 2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2002 – 2006
Shenzhen University, Shenzhen, China
Bachelor in International Economics & Trade

LANGUAGES AND TECHNOLOGY
Languages
Mandarin: native, English / Cantonese: fluent, French: basic

Computer skills
Microsoft Office: Word, Excel, PowerPoint

INTERESTS
Travelling, cooking and yoga
CAREER OBJECTIVE
A position in international marketing and business development in fragrances and cosmetics

PROFESSIONAL EXPERIENCE

2016
Estée Lauder Companies Europe, Paris, France
(2 months)
ESSEC Field Project / Consulting mission
- Analysing the risks and opportunities of the pharmacy market

2015
Project Manager, Estée Lauder Companies (ELC Beauty Inc., Philippines)
- Managed key launch activities of Origins and Jo Malone London in Manila including press and store opening events.

2013 – 2014
Brand Manager, Bobbi Brown and La Mer (Estée Lauder Vietnam, LLC)
- Identified key strategic actions for the brands and supervised its execution, which resulted in 15% like door retail sales growth for Bobbi Brown and 12% for La Mer against first year of launch.
- Evaluated performance of Bobbi Brown and La Mer and developed 3-year plan for each brand.
- Managed both brand’s P&L to ensure operational effectiveness and financial KPIs were met.
- Fostered relationships with retailers and initiated partnerships to optimize presence of brands in-store.

2012 – 2013
Sales and Marketing Manager, Bobbi Brown and La Mer, (Estée Lauder Vietnam, LLC)
- Expatriated to Vietnam to lead the launch of Bobbi Brown and La Mer in the market
- Collaborated with global and regional brand teams to develop launch initiatives in the market.
- Expedited opening of new stores in both Ho Chi Minh and Hanoi during the first year of operation.
- Created local consumer engagement plans focused on building brand awareness and new customer acquisition.
- Headed the recruitment and training of sales and marketing teams of both brands.
- Led the 2013 Breast Cancer Awareness campaign to engage employees, partners and clients.

2011 – 2012
Marketing Executive, Bobbi Brown and La Mer, (ELC Beauty, Inc., Philippines)
- Integrated media placements and PR campaigns with the brand’s marketing calendar to optimize results of product campaigns.
- Initiated launch of Bobbi Brown’s local Facebook page and led Pretty Powerful blogger initiative.
- Conducted basic and seasonal training programs for sales team.
- Forecasted new products and monitored inventory of in-line products and collaterals.

2008 – 2011
Brand Coordinator, Bobbi Brown and La Mer, (ELC Beauty, Inc., Philippines)
- Represented both brands to the press and managed PR requests, photo shoots and media monitoring.
- Managed inventory and monthly sales PO and monitored product performance and forecast sell-in.
- Participated in Strategic Modernization Initiative in 2008 and completed SAP training.
- Oversaw marketing and retail operations for 6 months during the absence of a brand manager

EDUCATION

2015 – 2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2007 – 2008
Beijing Language and Culture University, Beijing, China
Intensive Mandarin Language and Culture Program (Full Scholarship)

2001 – 2005
Ateneo De Manila University, Manila, Philippines
Bachelor of Science in Business Management (Honorable Mention)

LANGUAGES AND TECHNOLOGY

Languages
- Filipino: native,
- English: fluent,
- Mandarin: basic

Computer skills
- Proficient MS Office programs: Word, Excel, PowerPoint, Basic Adobe Photoshop skills, SAP, RetailPro

INTERESTS

Cosmetics and beauty, travel, wine tasting, photography, yoga, hiking
CAREER OBJECTIVE
To pursue a career in retail operations/marketing, brand management or customer relationship management in the wine and spirits, watch & jewellery or luxury cars sectors.

PROFESSIONAL EXPERIENCE

2013 – 2014  
**Swatch, Swatch Group, Shanghai, China**  
*Retail Area Operations Manager*  
- Managed 12 stores in Shanghai and responsible for daily operations such as meeting sales targets, staff recruitment, product merchandising and maintained high quality of customer service; managed staff of 60 and trained more than 50 employees.  
- Achieved 98% of sales target 26500 pcs in 2013, highest in the whole of China, 40% annual growth.  
- Led the processes of launching new stores, from strategy and planning to opening of brick & mortar stores; worked with a team of 7 people to determine location strategy.  
- Coordinated new product launches, supervised and monitored road show events to promote new products.  
- Worked closely with marketing department to formulate and coordinated new marketing plans.

2012 – 2013  
**Dong Xi Optical, Dongguan, China**  
*Project Manager*  
- Coordinated China office and Japanese customers during the new project launch.  
- Conceived, planned, executed and monitored project.

2010 – 2012  
**Baby Doll Restaurant and Bar, Shanghai, China**  
*(Taiwanese/Japanese/Chinese cuisine chain restaurant)*  
*Operation Manager*  
- Responsible for marketing development; periodically formulated marketing plan for new product launch and seasonal promotions. Successfully increased 35% of revenue in 6 months and 30% in 2 years.  
- In charge of daily operations; managed more than 20 employees, led staff recruitment, ensured high standard of customer service within team.

EDUCATION

2015 - 2016  
**ESSEC Business School, Paris, France**  
MBA in International Luxury Brand Management

2003 - 2007  
**National Taipei University**  
Bachelor of Recreation and Sports Management

LANGUAGES AND TECHNOLOGY

Languages  
- Mandarin: native, Spanish / English / Portuguese: fluent, Japanese: conversational, French: basic

Computer skills  
- Proficient in Word, Excel, Access, Power Point, Windows XP, Mac OS.

INTERESTS

Sports (golf, surfing, snowboarding, basketball, baseball) wine tasting, music, movies, travel, cooking.
CAREER OBJECTIVE
Merchandising, buying, product development, CRM roles in fashion & accessories, or perfume & cosmetics in Paris

PROFESSIONAL EXPERIENCE

2016 Christian Dior Couture, Paris, France
(2 months) ESSEC field project/consulting mission
- Developing women’s shoe assortments

Sales Specialist, Women's Ready-to-Wear
- Surveyed the leather goods category within the RTW department (represented 70% of the total sales in department)
- Recruited and retained local and international elite/VIP clients through CRM
- Assisted in back-office tasks such as accounting, inventories, stock rebalancing, after sales services, transfers and alterations
- Exceeded set sales target for the ready-to-wear category by 20% (3 furs sold in 2014)
- Volunteered and supervised quarterly overnight visual merchandising changes for display windows
- Trained and mentored interns and new team members for the product categories of ready-to-wear and leather goods

Sales Associate, Leather Goods & Accessories/Horlogerie
- Acted as brand ambassador of Christian Dior and provided exceptional customer service in English, Mandarin, and French.
- Specialized in timepieces; drove sales for product category, led and trained team through role-plays, briefings, team challenges, and one-on-one coaching
- Created and compiled an internal boutique newsletter in order to motivate the team and foster team-bonding
- Chosen to complete timepieces training in the LVMH Atelier in Manchester
- Attended Christian Dior Couture UK biannual Horlogerie meetings as representative of boutique to report results and shared best practices with other boutiques

EDUCATION

2015 - 2016 ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2009 - 2012 Queensland University of Technology, Brisbane, Australia
Bachelor of Creative Industries / Major in Fashion

2011 Université Catholique de Lille, Lille, France
Exchange Program

LANGUAGES AND TECHNOLOGY
Languages English / Mandarin: fluent, French: advanced
Computer skills Windows and Mac Operating Systems, Microsoft Office, Wordpress, Powerpoint

INTERESTS
Art and culture, fashion, beauty, Bikram yoga, violin, piano, games and interactive media, social media (fashion blogger at PFW)

Nationality: Australian/Taiwanese

chen.tingchuan@gmail.com
Keli CHEW
kelicwc@gmail.com
Nationality: Singaporean

CAREER OBJECTIVE
Operational marketing or retail management in watches & jewellery

PROFESSIONAL EXPERIENCE

2016
Audemars Piguet, Le Brassus, Switzerland
Field Project/consulting mission
- Developing a new strategy for Greater China

2012 – 2015
Baume-et-Mercier (Richemont Luxury Pte Ltd), Singapore
Regional Marketing Manager
- Responsible for brand identity management and marketing budget for South-East Asia. Developed strategies to improve sales and assisted MD in commercial aspects such as monitoring products, retail network & incentives and P&L.
- Successfully launched Clifton & Promesse collections contributing to 20% & 15% of sell-out respectively
- Devised tactical campaign that resulted in 60% increase in sales
- Achieved 1000% PR ROI in 2014

2010 – 2011
Uomo Group, Singapore
(Luxury men’s fashion retailer)
Marketing & PR Manager
- Started and headed the Marketing & Communications Department with 1 reporting staff. Managed brand identity of luxury men brands such as Stefano Ricci, Brioni, Pal Zileri & Zilli.
- Successfully organised opening ceremony of Stefano Ricci boutique with 100 guests and 30 media attending
- Piloted CRM program and expanded clienteles through tie-ups with Amex Centurion, Maserati Club

2007 – 2010
Patek Philippe (GMT Marketing LLP), Singapore
Marcoms Executive (Regional)
- Assisted Regional Marketing Manager in marketing functions. Managed media buying and liaised with retailers and advertising agency to execute print advertisements for South-East Asia.
- Increased editorial coverage by 33% year-on-year
- Organised “Values of a Family Watch Company”, a 5-day exhibition that saw attendance of 3000 guests
- Presented novelties to media and retailers at Baselworld
- Visited manufacture based on criteria of good results from in-house training program

EDUCATION

2015 - 2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2006 -2009
UniSIM, Singapore
Bachelor in Arts (English & Communications)

LANGUAGES AND TECHNOLOGY

Languages
English/Mandarin: fluent, French: intermediate

Computer Skills
Microsoft Office, Keynote, Pages, Numbers, Adobe Photoshop

INTERESTS
Art & history, architecture, interior design, luxury, watches & jewellery, travelling & discovering new cultures & food, yoga and outdoor & team sports
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Patricia CHORNENKY

p.chornenky@gmail.com

Nationality: Canadian

CAREER OBJECTIVE
To obtain a position in operational marketing or a communication role with a luxury fragrance and cosmetics company

PROFESSIONAL EXPERIENCE

2016
Estée Lauder, Paris, France
(2 months)
ESSEC Field Project/consulting mission
- Analysing the risks and opportunities of the pharmacy market

2016
MAC Cosmetics, Paris, France
(1 week)
Boutique Internship
- Received insights into challenges of retail business including; sales, merchandising and store operations

2012 - 2015
Porter Novelli, Toronto, Canada
(Public relations agency focusing on consumer packaged goods, health and technology)

2015
Senior Account Executive, consumer packaged goods
(6 months)
- Developed yearly PR plans which supported client marketing and sales goals
- Led client relations: managed budgets, reported quarterly PR results, enhanced client relationships, which lead to a project based client sign on to a yearly retainer agreement
- Event manager: created concept, managed event budget, developed speaking notes and handled top tier celebrities, met client expectations
- Managed development of external communications: press releases, media alerts, etc.,

2012 - 2015
Account Executive
- Created dynamic social media content with the goal to grow client’s social media fan base
- Researched and analysed consumer trends and quarterly PR data in order to determine gaps in media coverage and implemented new tactics to achieve higher media impressions
- Clients: Braun, Head & Shoulders, Duracell, Gillette, Old Spice, Metamucil, Timberland

2010 - 2012
Elevator Communications, Toronto, Canada
(Boutique public relations agency focusing on Canadian consumer packaged goods)

2012
Account Executive

2010 - 2012
Account Coordinator
- Implemented traditional media relations campaigns and supported client sales goals: garnered over 500 pieces of national editorial coverage for Urban Barn in 2011
- Supported event logistics with media relations, resulted in positive media coverage
- Monitored social media platforms for mentions of clients and reported on public opinion, suggested PR opportunities, resulted in additional budget to implement PR campaigns
- Clients: Tissot, lmv Canada, Weleda, Garnier, Urban Barn, Moosehead Breweries, Baskin Robbins, Sabra Dip Co., Rexall Pharma Plus

2007 - 2010
Sephora Beauty Inc.
Sales Associate, (part-time)
- Provided exceptional customer service, contributing to meeting sales targets
- Selected to attend Sephora University: Skin Care Encore (April, 2009), certified as Sephora Skin Care Expert and conducted training to in-store employees

EDUCATION

2015 - 2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2009 - 2010
Centennial College, Toronto, Canada
Post-Graduate Certificate in Public Relations & Corporate Communications

2005 - 2009
University of Calgary, Calgary Canada
Bachelor of Arts: Religious Studies

LANGUAGES AND TECHNOLOGY
Languages
English: mother tongue, Ukrainian: fluent

INTERESTS
Luxury goods, social media, cosmetics, fundraising for charities (participated in Canada’s Ride To Conquer Cancer)
Beatriz CIRAUDO BRITO

Beatriz.brito@essec.edu

Nationality: Brazilian/Italian
(in process)

CAREER OBJECTIVE
To pursue a merchandising, retail or product development role in fashion & accessories.

PROFESSIONAL EXPERIENCE

2016 Christian Dior Couture, Paris, France
(2 months)
ESSEC Field Project / Consulting Mission
- Developing women’s shoe assortments

2016 Salvatore Ferragamo, Paris, France
(1 week)
Retail Management Internship
- Trained on management, operations, selling ceremony and visual merchandising of a women’s shoes boutique

2014 Francesca Romana Diana, Rio de Janeiro, Brazil
(5 months)
(Italian – Brazilian Jewelry brand)
Wholesale Manager
- Established several commercial partnerships with retailers, hotels, museum shops as well as e-commerce partners
- Negotiated and managed the brands’ participation in business wholesale tradeshows in Brazil, selling to national and international buyers
- Managed the showroom from visual merchandising to events and sales
- Worked with sales representatives from US, Japan, Costa Rica and Morocco

2011 – 2013 InBrands, Rio de Janeiro, Brazil
(2 years)
(Group of prestigious high-fashion brands)
Merchandiser for Womenswear, Richards
- Defined collection assortment, sales forecast and purchases based upon OTB, analysis of product performance, growth strategies, competition, fashion and consumer trends
- Developed pricing and discount strategy consistent with company’s profitability objectives
- Monitored the progress of sales and profitability of three product categories, reporting selling trends, managing reorders, marketing and VM actions to meet sales target
- Trained sales force on product knowledge, storytelling and sales techniques

2011 M&A Analyst, InBrands Corporate Office
(6 months)
- Analysed retail companies for possible acquisition and merging transactions with InBrands

2010- 2014 BiCa Accessories, Rio de Janeiro, Brazil
(3 years)
- Managed my own jewelry brand from design and production to sales and marketing strategies

2008 – 2010 KPMG, Rio de Janeiro, Brazil
(2 years)
Trainee Program 2008, International Corporate Tax and Mergers & Acquisitions Department
- Worked in due diligence projects for Mergers & Acquisitions transactions

EDUCATION

2015 – 2016 ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2010 – 2010 COPPEAD, Rio de Janeiro, Brazil
(1 year)
Postgraduate course in Business Administration focused on the international market.

2004 - 2009 The Federal University in the State of Rio de Janeiro – UFRJ, Rio de Janeiro, Brazil
Bachelor’s degree in Law

LANGUAGES
Languages Portuguese: native, English: fluent, French: advanced, Spanish: intermediate

INTERESTS
Entrepreneurship, design, event planning, gastronomy, wine tasting, urban arts and culture.
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Dana DINGES

dana.dinges@essec.edu

Nationality: American

CAREER OBJECTIVE
Interested in sales management and retail/visual merchandising positions within fragrance and cosmetics, designer lifestyle brands or home furnishings and interior design companies

PROFESSIONAL EXPERIENCE

2016  Sisley Paris, Paris, FRANCE
(2 months) ESSEC Field Project, Consulting Mission
• Developing a digital marketing platform

2007 – 2013 Edward Ferrell + Lewis Mittman, New York City, USA
(Boutique American home furnishings manufacturer servicing interior designers and architects)
General Manager of EFLM NYC Showrooms
• GM of the two flagship showrooms. Implemented new marketing/sales plan and recruited, hired, and trained 7 person team to amplify sales growth by 25% in 2012; achieved first million dollar sales month, and first profitable year in 5 years.
• Effectively implemented change management leadership and increased employee cross functionality and productivity.
• Simultaneously worked as Top sales personally generating $2.5 million in revenue in 2012.
• Supervised team activity, implemented creative problem solving, sales coaching, and strategic account development while fostering high performance work environment.

2003 – 2007 Henredon Interior Design Showroom, MI & New York City, USA
(Showroom for Henredon, Realized by Barbara Barry, Hickory Chair, Pearson, Lane Venture)
Sales Consultant & Barbara Barry Specialist
• Generated $1.25 million in 2006 for high traffic, high volume flagship showroom for interior design trade.
• Selected and trained as Barbara Barry Specialist for both MI & NYC Showrooms.
• Met or exceeded monthly and quarterly sales targets for showroom.

2002 – 2003 Ethan Allen, Auburn Hills, MI USA
(Top 20 American furniture manufacturer and retailer)
Design Consultant
• Met monthly corporate sales goals on consistent basis and formed part of District Top 10.
• Serviced clientele through consultative approach focusing on interior design projects.
• Cultivated business through referrals and direct marketing mailers.

1997-2001 Helados Bon, S. por A. Santo Domingo, DOMINICAN REPUBLIC
(Largest Dominican ice cream, juice, and jam manufacturer, wholesaler, and retailer)
Junior Brand Manager, International Sales, & Yogen Fruz Territory Sales Manager
• Coordinated advertising campaigns for two new product launches of mango and orange juice.
• Increased international export by 25% in juice and jam category.
• Led 40 person YF sales team in 10 stores to achieve 60% sales growth from 1998-2001.
• Expanded YF franchise territory by 35% and implemented new store design.

EDUCATION

2015 - 2016 ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
Case Studies include: Clinique-DNA; J’adore- Brand Communication; Natura- Strategic Marketing

2002-2004 Baker College, Auburn Hills, MI USA
Applied Science, Interior Design

1993-1997 University of Michigan, Ann Arbor, MI USA
Bachelors of Liberal Arts, Latin American & Caribbean Studies

LANGUAGES AND TECHNOLOGY
Languages
English: native, Spanish / French: fluent, Portuguese: beginner

Computer skills
Proficient at Microsoft Office, Internet, Social Media

INTERESTS
Salsa dancing, photography, visiting museums, international travel, learning languages, and vintage shopping.
CAREER OBJECTIVE
To pursue a career in Travel Retail or managing a luxury brand preferably in fragrances & cosmetics or fashion & accessories.

PROFESSIONAL EXPERIENCE

2016
Sisley, Paris
(2 months)
ESSEC Field Project/Consulting mission
• Developing a marketing campaign for a product launch

2016
Sephora, Champs Elysees
(1 week)
In Store internship
• Assisted international clients with purchase of beauty and skincare products
• Assisted in merchandising, stock taking and cashing out customers

2011 – 2015
KPMG, Mumbai, India
(Global network of professional firms in Auditing, Advisory and Taxation)
Assistant Manager in Mergers and Acquisitions Practice
Structuring / Restructuring of Business Groups
• Led a team of two on providing advisory and implementing group restructuring exercise of a leading infrastructure company that resulted in monetary savings of approximately $19 million.
• Assisted in providing advisory to an FMCG major on group structuring, increasing promoter stake and succession planning involving analysis of financials and advisory on regulatory options.

Inbound and Outbound Transactions
• Provided externalization advisory to an IT company for its proposed listing on AIM London Stock Exchange (deal value approximately $ 37 million).
• Collaborated with lawyers and valuation team at KPMG for setting up a joint venture of an Indian partner with Japanese partners (deal size – approximately $ 20 million)
• Advised foreign investors on possible structures for investing in upcoming Indian start-ups.

Due Diligence:
• Led a team of 3 on various Vendor / Buyer Due diligences.
• Advised on acquisition models to private equity investors to enter various sectors in India.

EDUCATION

2015 – 2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
Case studies include: Forest Essentials and Lush a comparative study; MAC omni-channel retail distribution; Study on the Korean beauty industry and Middle Eastern fragrance industry; Benefit social media marketing campaign

2008 – 2011
The Institute of Chartered Accountants of India, New Delhi, India
Certified Chartered Accountant

2008 – 2010
R. A. Podar College of Commerce and Economics, Mumbai, India
Bachelor of Commerce (Accounting, Taxation, Economics and Mathematics)

LANGUAGES AND TECHNOLOGY

Languages
English, Hindi and Gujarati: fluent
French: basic

Computer skills
Microsoft Office, SAP, Tally

INTERESTS
Indian classical dancing, painting, reading books, volunteering for social activities and travelling.
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Sheng GAO

seanclaudek@gmail.com

Nationality: Australian

CAREER OBJECTIVE
To pursue a career in international product development marketing in the fragrance and cosmetics industry

PROFESSIONAL EXPERIENCE

2016
Biotherm/L’Oréal Luxe, Paris
(2 months)
ESSEC Field Project / Consulting mission
• Conceiving an action plan on how to recruit the young Chinese generation with Aquasource iconic moisturizer, by creating a modern engaging digital driven 360 campaign

2014 – 2014
Galerie Perrotin, Hong Kong
(A leading contemporary art gallery with exhibition space in Paris, Hong Kong and New York)
Artist Manager, Registrar
• Managed artwork production and commissions
• Coordinated exhibitions (galleries, museums and art fairs)
• Provided artists and collectors with concierge services around the world
• Assisted with media and PR related events (translated and interpreted interviews)
• Arranged after sales services (shipping, insurance, installation and restoration)

2013 – 2013
Kumquat Gallery, Hong Kong
(A start-up gallery focusing on Japanese contemporary art)
Gallery Manager
• Traded high value artworks by renowned artists (Yayoi Kusama and Yoshitomo Nara)
• Researched art market trends and provided price estimations accordingly
• Arranged after sales services (framing, shipping and authentification)
• Built trusting relationships with artists and collectors
• Managed commercial projects

2011 – 2012
KPMG, Melbourne, Australia
Senior Accountant, Audit and Tax
• Interviewed management and staff, documented workflows of operations and identified key business risks, controls and procedures
• Developed audit programs and conducted appropriate fieldwork testing
• Prepared and lodged tax returns for Japanese expatriates
• Provided tax advisory and payroll services for Japanese companies

2007
Hermès, Surfers Paradise, Australia
Sales Associate (Summer Internship)

(2 months)

EDUCATION

2015 - 2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
Case studies include:
• Aesop and Kenzo – A Comparative Analysis of Omni-channel Retail
• Benefit Cosmetics – Connected Store Experience
• Christian Dior Parfums – J’adore: From Haute Couture to Perfume
• Gucci Group – Freedom within the Framework

2010 - 2010
University of Melbourne, Melbourne, Australia
Graduate Certificate in Art History

2005 - 2009
Griffith University, Gold Coast, Australia
Bachelor of Business and Arts in Japanese (Double Degree)

2006 - 2006
Daito Bunka University, Tokyo, Japan
Exchange Program (Linguistics and Cultural Studies)

LANGUAGES AND TECHNOLOGY

Languages
Mandarin/Cantonese: native, English/Japanese: fluent, French: intermediate

Computer skills
Windows OS, Mac OS, Microsoft Office, SAP, Filemaker,

INTERESTS
Art history, museology, architecture, popular culture, linguistics, motor sports
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Cristiano GARLIPP

cristiano.garlipp@essec.edu

Nationality: Brazilian

CAREER OBJECTIVE
To pursue a role in business development, retail or marketing in the fragrances and cosmetics industry.

PROFESSIONAL EXPERIENCE

2016
Biotherm/L’Oréal Luxe, Paris, France - ESSEC Field Project/consulting mission
(2 months)
• Conceiving an action plan on how to recruit the young Chinese generation with Aquasource iconic moisturizer, by creating a modern engaging digital driven 360 campaign.

2016
Printemps Haussmann, Paris, France - ESSEC Retail Internship
(1 week)
• Assisted the Beauty Sector Manager and worked in the booths of diverse beauty brands.

2010 – 2015
IFF – International Flavors & Fragrances, São Paulo, Brazil
(American company, top 3 global company in the flavours & fragrances segment)
Account Manager – Latin America (Latam) – Fragrances Division
• Focused on fragrances and cosmetics brands, with solid experience in business development, marketing strategy and consumer understanding. Cross-category knowledge and olfactive skills.
• Led IFF activities, promoting IFF fragrance solutions and consumers knowledge for L’Oréal, Estée Lauder, and Avon, among other fragrances and cosmetics companies in Brazil and Latam.
• Drove profit sales and market share growth, increasing IFF project win-rate overall performance from 20% to 45% for key-customers and winning strategic fragrance projects in categories of perfumery, hair-care, body-care and bath.
• Acted as main point of contact for key-customers’ buyers, marketing and senior management, coordinated IFF structure including perfumers, olfactive team, mkt, consumer insights and R&D.

2008 – 2010
Philips, São Paulo, Brazil - Product Manager – Domestic Appliances & Personal Care Division
• Executed branding partnerships, including action with Nivea for Men brand and dermatologists’ endorsement to enhance awareness and to position Philips shavers as beauty care products.
• Participated in international project with team in the Netherlands focused on product development of a new category of products for Philips in Brazil (water purifiers).
• Assessed market, including market size, channels and competitors, to conceive the product positioning and launch strategy of water purifiers range for retailers and consumers in Brazil.

2005 – 2008
Symrise, São Paulo, Brazil - Product Manager – Fine Fragrances & Personal Care
• Conducted presentations to key-customers, including Natura and O Boticário, regarding global trends, consumer insights and product development opportunities.
• Conceived, managed and executed events to strengthen relationship with key-customers.

2003 – 2005
Natura, São Paulo, Brazil (Brazilian company in the fragrances and cosmetics segment)
Product Coordinator – Natura Ekos brand & Bath Category
• Led projects for Natura Ekos brand and bath category coordinating multifunctional product development team, including R&D, Design, Research, Finance, Purchase, Legal and Planning.
• Co-created and launched best-selling products under Natura Ekos, which is a brand focused in sustainability and is a growth driver and image builder for Natura.
• Supported partnership actions with communities in Amazon for the development of Natura Ekos.

2001 – 2003
3M, Campinas, Brazil - Product Specialist – Consumer Goods Division
• Supported Group Managers of 3M Consumer brands: Scotch-Brite, Nexcare, Post-It.
• Launched a range of products for cloth-care under Scotch-Brite brand.

EDUCATION

2015 - 2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2002 - 2002
Fundação Getúlio Vargas (FGV), São Paulo, Brazil
Post-Graduate Course in Business Administration

1998 - 2001
Pontifícia Universidade Católica de Campinas (PUC-Campinas), Campinas, Brazil
Undergraduate Course in Communication, Concentration in Advertising

LANGUAGES AND TECHNOLOGY
Languages: Portuguese: native, English: fluent, French / Spanish: intermediate

INTERESTS
Travelling / reading about history, brands and lifestyle / gastronomy / architecture / basketball
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Megha GUPTA

meghag20@gmail.com

Nationality: Indian

CAREER OBJECTIVE
Digital or CRM role in travel retail or fragrances & cosmetics

PROFESSIONAL EXPERIENCE

<table>
<thead>
<tr>
<th>Year</th>
<th>Position</th>
<th>Company</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Krug, Paris - ESSEC Project/ Consulting Mission (2 months) - Defining a CRM Strategy</td>
<td>(1 week) Instore Intern</td>
<td>Took care of the international clients and helped drive the sales</td>
</tr>
<tr>
<td>2016</td>
<td>Roger Vivier, Paris (The flagship store of the brand)</td>
<td>(1 week) Instore Intern</td>
<td>Shadowed the Boutique Director and the Asst. Manager and assisted in inventory Management</td>
</tr>
<tr>
<td>2014 – 2015</td>
<td><strong>Free Lance Writer, Mumbai, India</strong></td>
<td><strong>Freelance Writer (Worked only with English language)</strong></td>
<td>Wrote for content agencies, fashion blogs, accessory company and online lifestyle magazines under a myriad of topics - Lifestyle, Travel, Fashion</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>Posted as the hub reporter for the Social Media Week held in Mumbai in November 2014.</td>
</tr>
<tr>
<td>2008 – 2013</td>
<td>Marriott International Inc., India - (English speaking environment)</td>
<td>Sales Centre Manager, Sales/ Instore Intern</td>
<td>Managed a team of 7 people and responsible for the catering and group segment of the hotel</td>
</tr>
<tr>
<td>2012 – 2013</td>
<td>J.W. Marriott, Juhu, Mumbai, India - (The flagship property of Marriott Hotels in India)</td>
<td>Sales Centre Manager, Sales</td>
<td>Managed a team of 7 people and responsible for the catering and group segment of the hotel</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>Achieved the year end catering target in 2012 with only 66% of catering space availability</td>
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<td></td>
<td>Increased the APC and ADR by 123% and 6% respectively, in 2012 as compared to 2011</td>
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<td></td>
<td>Awarded the Sales Centre Leader of the Year Award for 2012</td>
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<td></td>
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<td></td>
<td>Awarded Excellent Customer Service Award by a client in 2013</td>
</tr>
<tr>
<td>2009 – 2012</td>
<td>Renaissance Mumbai Convention Centre Hotel, Mumbai, India - (The biggest convention centre in a hotel in India)</td>
<td>Asst. Sales Manager</td>
<td>Managed the J.W. Marriott, Pune task force for 2 weeks, set up the sales centre &amp; trained the sales team</td>
</tr>
<tr>
<td>2010 – 2012</td>
<td></td>
<td></td>
<td>Acted as the sales centre manager when the leader of the department was not available</td>
</tr>
<tr>
<td>2009 – 2010</td>
<td>Sales Executive (Sales Voyager- Management Trainee)</td>
<td>Sales Executive (Sales Voyager- Management Trainee)</td>
<td>Worked with cross-sell &amp; pop-up event technique systems, Opera system &amp; pricing strategy</td>
</tr>
<tr>
<td>2008 – 2009</td>
<td>Hyderabad Marriott Hotel &amp; Convention Centre, Hyderabad, India</td>
<td>Sales Executive (Sales Voyager- Management Trainee)</td>
<td>Managed the J.W. Marriott, Pune task force for 2 weeks, set up the sales centre &amp; trained the sales team</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>Acted as the sales centre manager when the leader of the department was not available</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>In charge of the department meeting and training the interns</td>
</tr>
<tr>
<td>2015 - 2016</td>
<td>ESSEC Business School, Paris, France</td>
<td>MBA in International Luxury Brand Management</td>
<td>Case studies include: DFS- Recommendations for retail digitalisation whilst connecting with customers</td>
</tr>
<tr>
<td>2004 - 2008</td>
<td><strong>Institute of Hotel Management, Aurangabad (IHM-A), India (A Taj Hotel School affl. University of Huddersfield)</strong></td>
<td>B.A. (Hons.) – Hotel Management (Dissertation: Tourism Disasters- 'Natural' and 'Man Made')</td>
<td></td>
</tr>
<tr>
<td>2004 - 2008</td>
<td>Dr. Babasaheb Ambedkar Marathwada University (B.A.M.U.), Aurangabad, India</td>
<td>B.B.A.</td>
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</tr>
</tbody>
</table>

EDUCATION

<table>
<thead>
<tr>
<th>Year</th>
<th>Institution</th>
<th>Course</th>
<th>Details</th>
</tr>
</thead>
<tbody>
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</tr>
</tbody>
</table>

LANGUAGES

<table>
<thead>
<tr>
<th>Language</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hindi</td>
<td>native</td>
</tr>
<tr>
<td>English</td>
<td>fluent</td>
</tr>
<tr>
<td>Marathi</td>
<td>working proficiency</td>
</tr>
<tr>
<td>Punjabi</td>
<td>working proficiency</td>
</tr>
<tr>
<td>French</td>
<td>basic</td>
</tr>
</tbody>
</table>

INTERESTS

Travel, reading, creative writing, interacting with people, learning new activities (such as Krav Maga, various dance forms, digital photography), gastronomy, volunteering for charities
CAREER OBJECTIVE
A position in travel retail or business development in fragrances and cosmetics

PROFESSIONAL EXPERIENCE

2016
Estée Lauder, Paris, France
(2 months)
ESSEC Field Project/Consulting Mission
• Analyzing the risks and opportunities of the pharmacy distribution channel

2016
Jo Malone Boutique, Paris, France
(1 week)
Retail Management Intern

2010 – 2015
General Motors Colmotores, Bogotá, Colombia
(Subsidiary of General Motors Corporation in Colombia)
Marketing Coordinator, Aftersales
• Developed commercial strategies for the collision spare parts portfolio and the insurance products of the Chevrolet brand
• Managed the customer retention program for the retail channel of the dealers
• Appointed Project Manager for new business opportunities

2012 – 2013
Pricing Analyst, Aftersales
• Carried out negotiations with suppliers from around the world according to the market requirements to ensure profit for the aftersales business
• Supported the marketing team in the approval of commercial strategies ensuring minimum financial impact for the business
• Built the profit and loss statement and managed the structural cost for the aftersales department

2010 – 2011
Follow Up Imports, Aftersales
• Ensured the timely arrival of imported spare parts for ACDelco, Isuzu and Chevrolet brands, controlled lead time and order fill KPI’s
• Optimized container fulfillment to achieve import cost reductions

2010
Universidad de los Andes, Bogotá, Colombia
(4 months)
Assistant Professor, Financial Department
• Developed case studies, supported professors in the design of tests and gave extra mentoring hours for the students of the subject Managerial Accounting and Control.

EDUCATION

2015 - 2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2014
Universidad de los Andes, Bogotá, Colombia
(2 weeks)
Certificate in Luxury Brand Management

2012 – 2013
CESA (Colegio de Estudios Superiores de Administración), Bogotá, Colombia
Postgraduate Diploma in Corporate Finance

2011 – 2011
Universidad de los Andes, Bogotá, Colombia
MSc. Industrial Engineering /Applied Statistics

2005 – 2010
Universidad de los Andes, Bogotá, Colombia
B.Sc. Industrial Engineering
Major in Operations Management and Minor in Finance

LANGUAGES AND TECHNOLOGY

Languages
Spanish: native, English: fluent; Italian / French: intermediate

Computer skills
MS Office (Word, Power Point, Excel, Access), SAP

INTERESTS
Crossfit, dancing, traveling, music, culture, cosmetics
CAREER OBJECTIVE
A position in retail, merchandising or communication in jewellery & watches

PROFESSIONAL EXPERIENCE

2016  
Cartier, Paris, France  
ESSEC Field Project / Consulting Mission  
- Recommending a plan to create exceptional experiences & defining the accurate digital strategies for Cartier’s VIPs

2008 – 2015  
Lara Hakim Translation Services, Montréal, Canada  
Owner & Managing Director  
- Translated, interpreted and proofread documents and other media from French to English and/or English to French ensuring that the finished product relayed the intended message.  
- Efficiently managed the day-to-day running of the business, making sure that it continued to grow by developing new clients, while maintaining excellent relations with the existing customer base through regular follow-ups and high quality deliverables.

2009 – 2010  
Publici-Terre, Montréal, Canada  
Part-time  
Different roles within the Advertising Campaign Department  
- Built advertising campaigns through market research and analysis.  
- Accountable for copy and creative content, budget allocation and creative execution.  
- Won 1st Prize in a competition aiming to reinvent the branding of Lise Watier Cosmetics.  
- Led a team of 3 and to put together a communication plan for the Leukemia and Lymphoma Society of Canada, which resulted in being in the top 5 selection.

2005 – 2011  
Del Vecchio Productions/Hub-Media/LTE Films/etc., London, UK; Montréal, Canada  
Director of Photography/ Co-Producer  
- Co-produced and D.o.P.ed “La petite Parisienne” which was selected and screened at 4 different film festivals in 2007 (Maryland Film Festival/ Indie Can Film Festival/ Big Island Film Festival/ Long Island International Film Expo)  
- Oversaw and delivered film projects to all relevant parties while preserving the integrity, voice and vision of the film. Coordinated and supervised all major phases of the filmmaking process.  
- Resolved difficult situations by improving crew communication to ameliorate the course of a production.  
- Implemented efficient and creative solutions to solve technical/artistic problems.

EDUCATION

2015 - 2016  
ESSEC Business School, Paris, France  
MBA in International Luxury Brand Management

2009 - 2010  
Université de Montréal, Montréal, Canada  
Certificate in Advertising

2003 - 2006  
London Film School, London, United Kingdom  
MA Filmmaking

1999 - 2003  
Lebanese American University, Byblos, Lebanon  
BA Communication Arts

LANGUAGES AND TECHNOLOGY

Languages  
French / English / Arabic: trilingual, Japanese: intermediate

Computer skills  
MAC OSX, Microsoft Office (Word, PowerPoint, Excel), Photoshop

INTERESTS

Fashion, jewelry, cinema, travel, culture, language
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Hyewon Jocelyn HONG

hyewonjocelynhong@gmail.com
Nationality: South Korean

CAREER OBJECTIVE
A position in product development in cosmetics & fragrances or retail operations and development of international training in fashion and accessories.

PROFESSIONAL EXPERIENCE

2016
Biotherm/L’Oréal Luxe, Paris, France
Project Consultant
- Conceiving an action plan on how to recruit the young Chinese generation with Aquasource iconic moisturizer, by creating a modern engaging digital driven 360 campaign

February 2016
Chanel Boutique, Paris, France
Boutique internship
- Shadowed sales associates and discovered the retail operations

Jan 2013 / May 2015
Samsung Total Petrochemical Company (JV), Dae San City, South Korea
Researcher, R&D, Polypropylene research team
- Enhanced PP resin products, developed high value-added products and provided total solution to heighten customers’ value with optimized processing technology
- Wrote and compiled journals on internal and external events to attract Samsung Employees and for public for promotion purposes as company’s ambassador

June 2011 / August 2011
Schroder Korea Ltd, Seoul, South Korea
(Intern, Institutional sales department)
(Schroder Korea Ltd operates as an investment management firm)
- Concentrated in discovering the different areas of investment banking

July 2010
Korea Institute of Energy Research, Dae Jeon City, South Korea
Intern, Energy conversion research department
- Discovered the challenges in laboratory experiments and acquired appropriate skills

March 2007
Debenhams, London, United Kingdom
Part time sales assistance, Perfume and Cosmetics department
- Worked in sales in perfume and cosmetics department particularly at the Versace and Moschino counter

EDUCATION

2015 - 2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
Case studies include: Analysis of Burberry Beauty sector

2008 - 2012
Imperial College London, London, United Kingdom
MENG in Chemical Engineering
Undergraduate Research Project (The wettability templates for protein crystallisation)

2015 - 2016
Dover College, Kent, United Kingdom
GCSEs & A-levels, Secondary School Education

LANGUAGES AND TECHNOLOGY

Languages
- English
- Korean: native
- French: intermediate

Computer skills
- MS Word, Excel, PowerPoint, Access, OneNote, Matlab, Photoshop

INTERESTS
Cosmetics and fragrances, fashion and accessories, product development, market research, operations management, merchandising, mathematics, retail, musical and opera, motion pictures, training, coaching, human behaviour, consumer behaviour, psychology, fashion styling, social media, entrepreneurship
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Marta JAUREGUIZAR

martadejaureguizar@gmail.com

Nationality: Spanish

CAREER OBJECTIVE
A position in Brand Management (Marketing/Business Development/Consumer Insight/Operations) in the fragrance and cosmetics or in the fashion and accessories industries.

PROFESSIONAL EXPERIENCE

2016
Sisley, Paris
(2 months)
Essec Field Project/Consulting mission
- Developing a marketing campaign for a product launch

2011–2015
Hogan Lovells International LLP (Madrid, Spain)
Associate, Product, Intellectual Property, Data Protection and Litigation
- Assessed the impact of new EU Regulations on Cosmetic Products Industry and provided legal recommendations to develop new business models and increase economic impact on resellers.
- Benchmarked European countries’ legislation on trademarks, intellectual property, tax incentives, copyright and data protection to assist digital and retailer companies on their operations.
- Defined and executed the litigation strategy for clients in the pharmaceutical industry: identified risk points, prepared court strategy, elaborated documentation and prepared witness statements.
- Represented a leading international insurance company in €1 billion litigation related to housing development bond insurances in Spain, managing a +10 people cross-functional team.

2013-2015
Indian Lord, S.L. – Online Digital Men Accessories Company - (Madrid, Spain)
Marketing Expert
- Defined the go-to-market strategy for a new online fashion retailer, achieving the mark of 10,000 silk ties sold in the first 6 months of operations.
- Developed the multi-channel communication strategy across the online store, social media and showrooms. Led the representation of the brand in 10 events and 15 showrooms

2010-2011
Hitachi Consulting, S.L. (Madrid, Spain)
Associate, Strategy Department
- Defined the strategy and a 3-Year action plan to launch REPSOL’s Volunteering Agenda, that included assessing REPSOL’s capabilities and a detailed roadmap of resources and events.
- Developed the marketing plan of a B2B energy efficiency service for THERMOSOL, the German leading company in industrial equipment, including the multi-channel strategy, new value proposition, go-to-market strategy and a service portfolio redefinition.

2010
Cooperatour - Fashion accessories cooperative of women artisans - (Cuzco, Peru)
Strategy consultant
- Established a new business plan, redefined the operations model, designed new products and updated the distribution channel increasing sales by 100% in the first 6 months.

EDUCATION

2015-2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2009-2010
ESCP-Europe, Paris, France
Master in Marketing and Finance

2004-2009
Complutense University, Madrid, Spain
Double Degree in Law, Economics & Business Administration

LANGUAGES AND TECHNOLOGY

Languages
Spanish: native, English/French: fluent

Computer skills
Advanced proficiency in Microsoft Word, Excel and PowerPoint.

INTERESTS
Co-founded MiMaroko (2015), a fashion leather bag distributor which has created some unique handbag models to bring the best Moroccan leather to the Spanish market. Photography, yoga, travelling, running, mountain bike.
Taihee KIM

Contact: taiheekim15@gmail.com
Nationality: Korean (South)

CAREER OBJECTIVE
To pursue a position in retail operations in fashion & accessories or fragrances & cosmetics

PROFESSIONAL EXPERIENCE

2016 – Krug, Paris
2004 – ESSEC Field Project/consulting mission
- Defining a CRM strategy
Feb 2016 – Printemps Haussmann, Paris
2004 – Boutique Internship as Sales Assistant
- Learnt the fundamental elements of running a store and provided assistance to international clients

2009 – 2014 Macquarie Finance Korea, Seoul, Korea
2004 – 2009 – Credit Analyst, Risk Management
- Macquarie Group’s Corporate and Asset Finance Division
- Responsible for end to end transaction process from supporting origination team to obtain transaction approval
- Carried out credit risk analysis including analysing key risks and potential mitigants and review of transaction documentation

2009 – 2011 Client Manager, Client Management
- Provided organisational support to Account and Sales team working on IT-related operating leases
- Worked on closing new deals ensuring all documentation and system requirements were in order

2008 – 2009 ONE NorthEast, Seoul, Korea
- Regional Development Agency for the North East of England
- Consultant, Inward Investment Team
- Marketed and promoted North East England as a foreign investment destination among Korean firms in the life sciences, renewable energy, IT and petrochemicals industries

2004 – 2007 Standard Chartered Bank, Seoul, Korea
2005 – 2007 Assistant Relationship Manager, Commodity Corporates
- Handled key energy and metals sector clients and reported to the Relationship Manager
- Facilitated procurement of loans, deposits, forex and trade finance
- Serviced interface between client and bank’s allied departments
- Prepared daily and weekly sales status reports covering deposits, loans and forex trading

2004 – 2005 Retail Branch Clerk, Dosan-ro Branch (A retail branch in Seoul)
- Worked in personal loans section, managed branch’s cash holding

EDUCATION

2015 - 2016 ESSEC Business School, Paris, France
- MBA in International Luxury Brand Management
- Case studies include: Lancôme and Sulwhasoo

1999 - 2004 Korea University, Seoul, Korea
- Bachelor of Arts in English Literature

LANGUAGES AND TECHNOLOGY

Languages
- Korean: native, English: fluent, French: intermediate

Computer skills
- Proficient in Microsoft Office tools and OS

INTERESTS
- Travel, photography, art, fashion, gastronomy, understanding and socializing with people from different cultures
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Takayuki KOJIMA

makukojima@outlook.com

Nationality: Japanese / British

CAREER OBJECTIVE
A position in business development/brand management or marketing/communication in jewellery & watches

PROFESSIONAL EXPERIENCE

2016
2015
2011 – 2014
2009 – 2011
2005 – 2009

Cartier International, Paris, France
ESSEC Field Project / Consulting Mission
- Recommending a plan to create exceptional experience and defining the accurate digital strategies for Cartier’s VIPs

Richemont Japan Limited, Cartier, Tokyo, Japan
Project Assistant, Client Relations (Retail), High Jewellery & Initiate Business Development team
- Assisted in arranging for VICs to attend the 6-day ‘Cartier Royal’ event in Kyoto
- Scheduled VIC arrivals, welcome and sales negotiation windows; dealt with VIC invitations, logistics and entertainment requests proposed by boutique staff; maintained the master guest list
- Collated data and analysed event ROI per client, coordinated post-event activities with CRM

Deloitte LLP, London, UK
Senior Manager, Tax – Global Employer Services (Global Mobility)
- Coordinated and managed international project teams to deliver a joint advisory and execution service to clients within budget and deadlines
- Managed over 500 annual tax returns, overseeing the decentralised service delivery teams in London and India, and managed expectations of all stakeholders
- Successfully led an internal project of rationalising the annual compliance project to streamline processes and increase margin
- Drafted technical advice, opinion, and other work products, reviewed the team’s work and ensured its compliance with the firm’s risk and quality policies
- Responsible for client relationship, financial management and profitability on about 10 key client accounts with a team of 3-5 junior members each
- Acted as performance manager and counsellor for junior members of the team and provided trainings

Ernst & Young LLP, London, UK – Manager, Tax – Human Capital
- Improved the UK tax and global mobility advisory service provided to Japanese corporate clients
- Increased the team’s profit margin by implementing a thorough and robust billing / invoicing process and training the team (Managed about 10 junior staff)
- Contributed to increased competitiveness against other professional services firms in this segment evidenced by a significance improvement in client satisfaction level based on surveys

Deloitte LLP, London, UK – Assistant Manager, Tax – Global Employer Services (Global Mobility)
- Rotated through the ranks and coordinated small projects
- Acquired critical client service skills through frequent contacts with clients including VIPs
- Analysed and researched technical and commercial tax issues for clients, drafted letters and memos

EDUCATION

2015 - 2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2014
SDA Bocconi School of Management, Milan, Italy
MBA, Track in Luxury Business Management - withdrew

2008 - 2010
The College of Law, London, UK
Graduate Diploma in Law (Part-time), 2:1 Commendation

2002 - 2005
The London School of Economics and Political Science (LSE), London, UK
BSc International Relations, 2:1 Honours, included History of Art courses

LANGUAGES AND TECHNOLOGY

Languages
- English: fluent
- French: intermediate
- Japanese: fluent

INTERESTS
- ballet/contemporary dance, opera, hotels, visiting galleries and museums, personal fitness (gym, pilates, ballet)
CAREER OBJECTIVE
To pursue a role in Marketing, Business Development, or Consumer Insights in Fragrances & Cosmetics or Watches & Jewellery

PROFESSIONAL EXPERIENCE

2016
Estée Lauder Companies Europe, Paris, France
(2 months)
ESSEC Field Project/Consulting Mission
- Analysing the risks and opportunities of the pharmacy market

2016
Sephora, Paris, France
(1 week)
Retail Management Intern, Skincare Department
- Boutique internship at Paris’s flagship store at Champs-Elysées provided insight into challenges of retail business including sales, merchandising, stocks, operations, and CRM

2008 – 2015
AT&T Inc, Atlanta, USA
(Fortune 12 American multinational telecommunications corporations)

2015 - 2015
Lead Product Marketing Manager, Mobile Applications & Commerce
- Headed AT&T’s business development & product management for mobile payments
- Led overall internal operations and execution to launch mobile payment products
- Oversaw Softcard (mobile payments JV) shutdown and Android Pay launch with Google partners

2013 - 2015
Lead Product Marketing Manager, Mobility Marketing
- Directed reporting & analysis, business case, and budget-related matters for Mobile Wallet project
- Developed and managed forecasting models to set targets and provide variance analysis
- Analysed and prepared reporting on key performance metrics for senior-level executives
- Managed an $80M overall budget and governed mobile wallet team’s budgetary activities

2011 - 2013
Senior Sales Operations Manager, Global Sales Operations
- Developed key performance metrics and dashboards for national business segment
- Managed mid-range enterprises’ sales performance, employee incentives, and metrics scorecards
- Provided analytical support and delivered ops review material to VPs and senior management
- Supervised team of junior sales operations managers and interns in reporting and analysis

2010 – 2011
Senior Strategic Pricing Manager, Consumer Mobility Marketing
- Managed domestic and international competitive pricing databases tracking all price plans
- Evaluated subscriber portfolios and conducted financial modelling and sensitivity analysis
- Built pricing models and product pricing strategy for data products and services
- Researched and developed reports on competitive pricing moves and industry trends

2008 – 2010
Manager, Leadership Development Program (flagship rotational program for high-potential grads)
- Key Roles: Customer Care Area Manager, Network Ops Manager, Business Planning Manager
- Supervised teams of up to 12 people (union and non-bargained), negotiated contracts, designed process improvement plans, managed vendors, consumer call centres, and network & maintenance centres, conducted budget planning and business analytics

EDUCATION

2015 - 2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2004 – 2008
Duke University, Durham, NC, USA
A.B. in English, Minor in History, Certificate in Markets and Management Studies
Honours: Dean’s List with Distinction (Fall 2006), Dean’s List (Fall 2007, Spring 2008)

LANGUAGES AND TECHNOLOGY

Languages
English/Chinese Cantonese: fluent, Chinese Mandarin: intermediary, French: basic

Computer skills
MS Access/Excel/PowerPoint/Word, Keynote, Windows & MAC OS

INTERESTS

Travelling, personal finance, cosmetics & skincare, photography, bikram yoga, piano
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Larina LEUNG

Larina.leung@gmail.com

Nationality: H K / Canadian

CAREER OBJECTIVE
A position in Hong Kong or London, in wholesale, business development or travel retail, preferably in wines and spirits.

PROFESSIONAL EXPERIENCE

2016
DFS, Hong Kong - ESSEC Field Project /consulting mission
(2 months)
• Proposing a plan to enhance the customer experience in order to drive business in T Galleria in Saipan

2016
Louis Vuitton, Paris, France, Retail Internship, Champs-Élysées Boutique
(1 week)
• Rotated across client advisor, visual merchandising and stock teams for departments, including leather goods, accessories, men’s and women’s ready-to-wear, watches and jewellery

2014 – 2015
Rotall Trading (HK) Co., Ltd, Hong Kong
(One of the main wholesalers and distributors for wines, spirits and tobacco in Hong Kong)
Operations and Business Development Manager
• Introduced a new online distribution channel, yielded 40% revenue increase in one month
• Launched new marketing strategies to help sales team to reactivate 54% lapsed B2B customers
• Identified and promoted the USP (Unique Selling Proposition) of two newly-launched brands
• Worked closely with sales teams and attended exhibitions, industry conferences and meetings in mainland China, London and Cannes to identify new business opportunities and marketing plans
• Shifted product focus to manage risk of possible continuous drop in prices for fine wines
• Managed sales team to develop commercial client relationship

2013 – 2014
JP Morgan, Hong Kong
Associate, Equity Derivatives and Prime Brokerage
• Ensured Pnl and client positions were reflected correctly in risk systems
• Produced reports for clients and internal teams for forecasts and regulatory purposes
• Rolled out a CRM system to exceed client expectations with regard to service level agreement
• Exceeded client expectations by acting as a global one-stop-solution
• Implemented new controls and procedures to mitigate risk and were regularly reviewed
• Collaborated with sales, business management and legal to help coordinate business growth
• Achieved an increase of 0.8 full-time employee efficiency by managing the below projects:
  - Shortened unitary upsize activation period from 2 weeks to 3 days
  - Automated end of day reports which also led to improved stock inventory analysis
  - Standardized method of communicating new clients’ information

2010 – 2012
UBS, London, United Kingdom
Analyst (Graduate Training Programme), Equity Derivatives
• Verified new instrument setups and risk booking of trades to ensure correct reflection of PnL
• Managed the successful integration and migration of lifecycle processes on Alternative Investment Strategies (AIS) to the Exotics Lifecycle team
• Collaborated with external consultants to provide detailed knowledge on products, payoff profiles, systems and processes for improvement opportunities and new products launching
• Successfully standardized booking models for Exotics, AIS, ETFs and delta one
• Produced training manuals to train new joiners in EMEA, APAC, US and offshore vendors
• Identified ‘Double Counting of Risk Weighted Assets’, presented to the Management Committee of UBS IB aiming to reduce over 1 million EUR fixed capital

EDUCATION

2015 – 2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2007 – 2010
University of Warwick, Coventry, United Kingdom
Bsc (Hons) Mathematics, Operational Research, Statistics and Economics

LANGUAGES AND TECHNOLOGY

Languages
English / Cantonese / Mandarin : trilingual, French: intermediate

Computer skills
Mathematica, TeX, SPLUS, Daceasy, Bloomberg, Lotus, OMGEKO, Oasys, Six Sigma

INTERESTS

Wine tasting (WSET level 2), travelling, jazz dance, chinese zither, tennis
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Dilin Isabelle LI

Dilin.LI@essec.edu
Nationality: Chinese

CAREER OBJECTIVE
An MIT position in retail in fashion and accessories

PROFESSIONAL EXPERIENCE

2016
CARTIER, Paris, France
ESSEC Field Project/consulting mission
- Recommending a plan to create exceptional experiences & define the accurate digital strategies for Cartier’s VIPs

2016
LOUIS VUITTON, Paris, France
Boutique Internship
- Learnt and experienced the complexities of running a luxury boutique

2011 – 2015
AIRBUS HELICOPTERS CHINA LTD, Shenzhen city, China
Key Account Management Support and Service Manager, Customer Service Department
- Oversaw after sale business of company’s biggest customer in Asia, who generates up to 40% of company’s revenue
- Secured sale of 1 helicopter valued at 25 million Euro by organizing technical workshops and technical assistance
- Saved the company around 150,000.00 Euro penalty for late helicopter delivery by finding an innovative solution to the problem
- Boosted helicopter sales by around 10% in greater China by co-organizing the “flying over the sea” symposium featuring the launch of helicopter EC225, targeting the oil and gas market

2010 – 2011
DECATHLON, Guangzhou city, China
Logistics Supervisor, Logistic Department
- Achieved 95% shipments on time delivery rate and high level customer satisfaction by constructing efficient and profitable logistic operation procedures
- Increased operational margin from 7% to 8% through negotiating lower service cost with service provider

2006 – 2010
MAERSK LOGISTICS, Shenzhen city, China
Business Development, Airfreight Department
- Designed and promoted logistic solutions and routines, expanded company services scope and increased loyalty customer number
- Delivered on job training to company sales team. Mentored over 30 people, and 100% were qualified within six months
- Introduced new customers to the company through winning the global bidding project

EDUCATION

2015 - 2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2002 - 2006
Guangdong University of Foreign Studies, Guangzhou city, China
Bachelor in International Finance

LANGUAGES AND TECHNOLOGY

Languages
English / Mandarin / Cantonese: trilingual, French: basic

INTERESTS
Passionate about fashion, partner of a fashion boutique in Shenzhen city, award winning badminton player in Guangdong province colleges union during 2002-2006, received best voice acting award in college English Drama competition in 2003
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Nicky LIN

nickylinlin@gmail.com

Nationality: Canadian

CAREER OBJECTIVE
To pursue a challenging and international career in product management, business development or digital channel retailing in the fragrance and cosmetics or fashion apparel industry.

PROFESSIONAL EXPERIENCE

2016  
Sisley Paris, Paris, France  
(2 months)  
ESSEC Field Project/Consulting mission  
- Developing a digital platform.

February 2016  
MAC Cosmetics, Estée Lauder Companies, Paris, France  
Boutique Management Trainee  
- Gained and assessed a 360 degrees view of managing a high traffic and high volume boutique.
- Trained on retail floor with professional Makeup Artists and Boutique Managers.

2013 – 2015  
Lululemon Athletica, Vancouver, Canada  
Merchandise Planner, Retail and Ecommerce Channels  
- Developed and managed the financial plans of merchandise categories under Womens’ Apparel in the North American market. Combined categories contribute to USD185 Million annual sales.
- Created, implemented and managed monthly forecasts and identified variance drivers to financial plan. Pinpointed inventory concerns and supported buying partners with recommendations on inventory actions to support healthy turnover, sell-through and inventory levels.
- Analyzed retail and e-commerce market trends to capture changes in consumer behavior and the effects of seasonality. Communicated and executed business-driving opportunities in-season, markdown sales, pricing strategies and cross-channel inventory transfers.
- Worked on global pricing architecture of core products. Provided forecasting scenarios with considerations of impact on other product lines. Incorporation analysis conducted by the Boston Consulting Group on price elasticity and consumer insights.
- Planned and managed a new product category, Swim. Identified key market opportunities and monitored sales, performance metrics and consumer feedback. Achieved comparable category growth while minimizing inventory and financial risk.

2012 – 2013  
Michael Kors, London, United Kingdom  
European Allocation and Distribution Analyst  
- Managed inventory flow and allocation of merchandise. Optimized in-store sell-through supported by market analysis and sales trends. Created an allocation algorithm tool that forecasted stores’ inventory level across departments in order to identify and monitor inventory needs.
- Supported with IT analytics to optimize efficiencies across cross-functional departments. Partnered with Customer Service and Distribution Centre to create a centralized platform to communicate delivery challenges, delayed shipments, inbound and outbound stock and aging stock levels.
- Partnered with Fashion Merchandising schools to provide student placement roles within the Planning Department. Trained and managed interns’ development in merchandising foundation and retail math.

EDUCATION

2015 - 2016  
ESSEC Business School, Paris, France  
MBA in International Luxury Brand Management

2011 – 2011  
London College of Fashion, University of Arts London, London, United Kingdom  
Luxury Brand Management and Product Design Certificate Short Term Course

2005 – 2010  
University of British Columbia, Vancouver, Canada  
Bachelor of Commerce, specialization in Commerce and Economics & International Business

LANGUAGES AND TECHNOLOGY

Languages  
English/Mandarin: bilingual, French: intermediate

Computer skills  
Advanced proficiency in Microsoft Office Programmes, Merchandise Planning Software (Maple Lake, JDA Software) and Retail Business Intelligence and Analytics Software (QuantiSense)

INTERESTS

Arts & Culture, current affairs, sustainability, global luxury brands, photography & design, culinary arts and travel
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Shruthi Harsha MADABHUSHI

shruthiharsha.m@gmail.com

Nationality: Indian

CAREER OBJECTIVE

Seeking to build a career in digital marketing/marketing communications/product development, preferably in fashion and accessories/fragrances and cosmetics or luxury cars.

PROFESSIONAL EXPERIENCE

2016 Biotherm/L’Oréal Luxe, Paris, France (2 months)
Field Project/Consulting Mission
• Conceiving an action plan on how to recruit the young Chinese generation with Aquasource iconic moisturizer, by creating a modern engaging digital driven 360 campaign

2016 Printemps, Paris - Boutique Internship - Sales Assistant (1 week)
• Learnt the fundamental elements of running a store and assisted international clients

2012 – 2015 Smaya – ‘An online designer boutique’, India (Set up my own start up- an “Online Designer Boutique” catering to Designer Fashion Apparel and ‘Made to measure’ Bridal Gowns and Indo-Western fusion & Indian Ethnic Sarees) Owner and Founder
• Headed the digital & social media marketing and customer & brand management of the boutique
• Coordinated the orders received and ensured procurement of goods and on-time product delivery
• Reviewed the work of designers and in charge of budgeting, pricing, & negotiating with textile vendors
• Calculated the breakeven, costs incurred and planned the profit margin

2012 – 2015 Tata Consultancy Services, India (India’s top IT consulting company with more than 200,000 employees around the world)
Programmer Analyst, Client -Kaiser Permanente, California, USA
• Reviewed, developed & tested the code and analyzed issues to provide innovative solutions
• Mentored, trained and guided 20 team members to work on different system applications
• Handled business meetings, client calls, process management, data analysis, root cause analysis and feasibility analysis of requirements given by the business partners and solution consultants

2015 Sky Lantern Fest-Event Manager, India (6 Months)
• Promoted the brand and garnered over 40000 youths to come together to break the Guinness record and empower poor woman folk through funds raised by releasing thousands of lanterns in unison

2009 Ativistar Cloud Solutions, Dubai, UAE (3 Months)
(An Enterprise focusing on Cloud Apps in Hospitality & Healthcare Businesses for the Global Market)
International Management Intern, Marketing and IT consulting team
• Led the customer engagement team to drive sales and marketing initiatives, built potential customer database by calls, handling meetings and organizing demos for the management teams, prepared a set of relevant questions for restaurant chain clients & built formal business reports.

EDUCATION

2015 - 2016 ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2008 - 2012 JNTU UNIVERSITY Hyderabad, India
Bachelor of Technology, Electrical and Electronics Engineering
Secured First Class with Distinction, 74%

2006 - 2006 Gandharva Mahavidyalaya, National Music College, India
Diploma in Indian Classical Music (Distinction) & Professional Playback singer-Indian Film Industry

LANGUAGES AND TECHNOLOGY

Languages
Tamil: native, English/Hindi/Telugu: fluent, French: intermediate, Marathi / Sanskrit: basic

Computer skills
MS-Office tools, Mainframes, C (certified by Naresh Technologies, Hyderabad), CICS, basic SQL, Knowledge of COOLGEN and basics of Google Analytics, Remedy & Guardien, FMN2-DB2 database.

INTERESTS

Singing, playing guitar and keyboard, travelling, social entrepreneurship, event management and adventure sports
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Juhn MAING

jmaing@icloud.com

Nationality: American

CAREER OBJECTIVE
A position in client development or CRM (USA/Europe) in luxury fashion/accessories, jewellery or watches.

PROFESSIONAL EXPERIENCE

2016                      Audemars Piguet, Le Brassus, Switzerland - ESSEC Field Project/Consulting Mission
(2 months)                • Developing a new strategy for Greater China
2016                      S.T. Dupont, Paris, France - Retail Management Internship
(1 week)                  • Provided sales and inventory support to store manager and sales associates.
2006 – 2015               Gartner, New York, USA
                        (World’s largest IT research and advisory services firm)
                        VP Program Director, Research Board
                        • Sales: led and grew two exclusive membership programs for CIOs and CFOs to $2M. Developed and converted 90 sales leads. Led renewal of the largest account (> $1M) in 2012.
                        • Relationship Management: acted as trusted advisor to executives on IT, business, finance, workforce and organizational issues.
                        • Marketing: organized and facilitated conferences and workshops with IT executives and industry experts. Marketed research studies on business and technology trends. Chaired and facilitated three of the firm’s top five rated conferences in 2009.

2004 – 2006               Consultant, Los Angeles, USA
                        • Provided consulting and advisory services to technology companies including fundraising, business plans, business development, financial modeling and market research/analysis.

2001 – 2004               UtopiaCompression, Los Angeles, USA (Intelligent imaging and data solutions start-up)
                        Manager, Business Development
                        • Successfully raised initial round of $2M by co-writing and co-presenting winning proposal. Co-wrote other proposals securing $250,000. Wrote key parts of the business plan. Developed and executed go-to-market strategy and marketing initiatives. Generated and qualified sales leads.

1999-2001                 Viant, Chicago, USA (Internet consulting firm)
                        Strategy Consultant
                        • Developed enterprise IT strategies and new business opportunities for retail, travel/leisure and financial services clients. Co-authored sales force white paper.

1998-1999                 Mitchell Madison Group, Chicago, USA
                        Business Analyst
                        • Developed innovative telecom restructuring proposal for leading U.S. bank. Advised on outsourcing deals with projected savings of $20M-40M. Benchmarked best practices.

1994-1996                 Collier, Shannon, Rill & Scott, Washington, D.C., USA
                        Legal Assistant
                        • Provided analytical and legal support for retail, consumer product and advertising clients.

EDUCATION

2015 - 2016               ESSEC Business School, Paris, France
                        MBA in International Luxury Brand Management
                        Case studies include: Zegna & Dunhill (brand biography and comparison), S.T. Dupont (new product brief), Hugo Boss (omnichannel assessment), Burberry (beauty retail assessment)

1996-1998                 University of Chicago, Chicago, USA
                        MA in Political Science

1989-1993                 Stanford University, Stanford, USA
                        BA in Political Science and German Studies

LANGUAGES AND TECHNOLOGY
Languages               English: native, German / French: intermediate, Korean / Italian: basic
Computer skills         PC, Macintosh, Microsoft Office, CRM (Salesforce.com)

INTERESTS
Technology, textiles, patternmaking, apparel production, menswear, writing (Sleevehead’s Guide to Sicilian Tailors)
CAREER OBJECTIVE
To pursue a General Management role focused on brand development and operational management, preferably in wines & spirits, fragrances & cosmetics or fashion & accessories.

PROFESSIONAL EXPERIENCE

2016
Biotherm/L’Oréal Luxe, Paris
ESSEC Field Project/consulting mission
- Conceiving an action plan on how to recruit the young Chinese generation with Aquasource iconic moisturizer, by creating a modern engaging digital driven 360 campaign

February 2016
Sephora (Paris), Intern
- Learnt about the retail operational processes and structures, organisation of luxury in Skincare and cosmetics, and acquired hands on experience as a Beauty Advisor
- Sold products, offered advice to consumers and make up tutorials to promote additional services of the store, and drive sales performance

2010 – 2015
SABMILLER, Johannesburg, South Africa
(2nd largest Global Beer Manufacturer, 90% market share in South Africa)
Marketing Manager (Brand Marketing)
- Developed annual Brand Plan focusing on how to maximize the impact of Through-the-Line Execution in support of the overall brand strategy.
- Developed breakthrough campaigns and activation concepts driving reappraisal and commitment with consumers.
- Ensured that the brand objectives were aligned to regional & channel marketing teams’ objectives, and translated brand plans into actionable regional & channel activities.
- Managed KPIs for brand activities in market and made recommendations for course correction.
- Managed a team of 8 people

2007 – 2010
Liberty Group, Johannesburg, South Africa (Leading Financial Services in Africa)
Head of Marketing, Retail Business Unit
- Led segment oriented Sales and Distribution Strategy through developing an Advisory Model and Solutions for the Sales Force
- Cultivated a thorough understanding of relevant segments through research (Qualitative & Quantitative Research), and used insights to develop consumer value propositions
- Developed and executed Segment and Product Growth Strategy plans in market.
- Managed a team of 2 people

2005 – 2007
Kellogg Co. SA, Johannesburg, South Africa
Brand Manager, Marketing & Sales Department
- Developed and executed Brand Strategy, including communication & media, trade marketing, retail channel strategy and innovation pipeline.
- Developed and executed brand export strategy for Sub-Saharan countries.
- Revised Brand Architecture - through extensive consumer research and business analyses to identify new consumer insights and needs for Emerging & Developed Markets
- Managed 1 person

2004 – 2005
Unilever SA, Durban, South Africa
Assistant Brand Manager, Brand & Activation Marketing Department
- Developed activation concepts to engage consumers at relevant touch points, incl. retail channel, stylist network and Loyalty Program.
- Managed execution of Brand Plan activities, incl. select ATL channels, Events, Sponsorships.

EDUCATION

2015 – 2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2001 – 2003
University of Johannesburg (previously Rand Afrikaanse Universiteit)
Bachelor of Commerce in Marketing Management (Marketing, Economics, Logistics Management)

LANGUAGES AND TECHNOLOGY
Languages
- English / South African Vernacular (Sotho, Tswana, Zulu): fluent

INTERESTS
- Personal development & coaching, photography, part-time make-up technician
CAREER OBJECTIVE
A retail operations or strategy role with a luxury online fashion retailer or a luxury fashion company.

PROFESSIONAL EXPERIENCE

2016 Krug, Paris, France
(2 months) ESSEC Field Project / Consulting Mission
- Defining a Customer Relations Management strategy

2011 – 2015 Messrs Tan Rajah & Cheah, Singapore
(Medium-sized full-service boutique law firm specializing in arbitration and litigation)

2012 - 2015 Legal Executive
- **Arbitration + Litigation**: assisted with court and arbitral proceedings before the International Commercial Court and the Singapore International Arbitration Centre for clients including a major mutual fund investing in India, a major Singaporean construction company and private Chinese investors in Singapore
- **Data Protection**: drafted and advised on comprehensive data protection systems for clients including a large international retail operation and leading international wealth management firms
- **Employment**: drafted and advised on employment contracts and manuals, termination agreements for clients including leading offshore law firms, a major tech company, a major Singaporean department store, and an international shipping management company.
- **Other work included**: compliance, company law, bankruptcy, property and probate & intestacy.

2011 - 2012

2011 Condé Nast India, Mumbai, India
(Digital Marketing and Social Media Intern; Contributor)
- Managed the social media feeds for Vogue India, GQ India and CN Traveller India
- Designed and implemented a social media strategy leading to substantial gains in audience outreach, including taking Vogue India to over 100k likes on Facebook
- Attended Wills India Fashion Week and Lakmé India Fashion Week for Vogue India, organising and preparing articles, photographers, and other coverage for publication.

(Costs Consultancy providing legal taxation advice and representation to private clients and companies)

Legal Costs Consultant
- Advised on costs for corporate and individual clients,
- Procured a multi-million pound reduction on a solicitor-client billing dispute

(Lifestyle and culture website for LBT women in London)
Co-founder; editor and writer; director since 2013
- Created and maintained a site that reaches an average of 15,000 people per month
- Wrote, sourced, commissioned and edited content for the site

EDUCATION
2015 - 2016 ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

Bar Vocational Course; called to the Bar of England and Wales in October 2009

LLB (Honours)

LANGUAGES AND TECHNOLOGY
Languages English: fluent, French/Hindi: intermediate
Computer skills MS Office, LexisNexis, LotusNotes, Wordpress and other CMS, basic HTML, Photoshop

INTERESTS
Writing, hosting dinner parties, travelling, literature, amateur videography, competitive trivia, learning to code.
Pedro MENDES

crazu4@gmail.com

Nationality:
Brazilian/Portuguese

CAREER OBJECTIVE
A position in finance, planning or strategic planning in fashion and accessories or luxury cars.

PROFESSIONAL EXPERIENCE

2016  Audemars Piguet, Le Brassus, Switzerland - ESSEC Field Project/consulting mission
(2 months)
• Developing a new strategy for Greater China.
(1 week)
• Deepened understanding of retail store management
2014 – 2015  Maria Filo, Rio de Janeiro, Brazil
(Fashion and Accessories retail for women, € 80 Million revenue, 600 employees)
Senior Controlling Analyst, Financial Management Board
• Responsible for the control, financial, and strategic planning departments and for the company’s internship program.
• Developed a tool to calculate sales bonuses for store personnel, resulting in the elimination of extra payments.
• Developed Business Intelligence reports for the control, financial, strategic planning, and sales departments and for the Board and Directors, using SQL and VBA.
• Implemented a meritocracy plan and a Business Intelligence system for all departments.
• Reduced expenses by € 500,000, which increased EBIT margin by 15%

2012-2014  Financial Analyst, Finance Department
• Responsible for financial planning and analysis.
• Developed a new financial planning model, resulting in a multi-department system to forecast, and audit income and expenses.
• Involved in implementation of a new system, eliminating possible customization costs and helping the parameterization of finance and accounting modules.
• Developed new models of analysis, achieving accurate strategic data to support the CEO and the Board’s decision-making processes.
• Developed a new method to establish goals for stores, which helped develop members of the sales team to earn greater revenues.
• Improved a tool that allowed follow-up on daily sales, resulting in better and faster decisions to achieve greater sales.

2011 – 2012  Reserva, Rio de Janeiro, Brazil
(Fashion and Accessories retail, € 500 Million revenue, 1,200 employees)
Planning Assistant, Planning Department
• Responsible for monitoring the supply chain.
• Developed new types of analyses, achieving better strategic data for the CEO and Board’s decision-making processes.
• Improved a tool used to analyse individual and group product sales.
• Optimized the budget elaboration process for buyers.

EDUCATION

2015 - 2016  ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
2013 - 2014  COPPEAD, Rio de Janeiro, Brazil
Extension Course – Finance for Young Professionals
2008 - 2011  IBMEC, Rio de Janeiro, Brazil
Bachelor of Business Administration

LANGUAGES AND TECHNOLOGY

Languages  Portuguese: native, English: fluent, French / Spanish: intermediary
Computer skills  Proficient in Microsoft Office, including VBA, Intermediate knowledge of SQL

INTERESTS

Fashion, cars, watches, travelling, cooking, opera, ballet, economics, strategy and simulation games, airplanes.
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Takayuki NAKAJIMA

takayuki.nakajima@essec.edu

Nationality: Japanese

CAREER OBJECTIVE
Product development or marketing communication in fashion and accessories

PROFESSIONAL EXPERIENCE

2016
Salvatore Ferragamo, Florence, Italy
ESSEC Field Project/consulting mission
- Creating a business strategy approach for fine jewelry and bijoux product categories

2016
Christian Dior Couture, Galeries Lafayette, Paris, France
Boutique Internship as Sales Assistant
- Learnt the fundamental elements of running a store and provided assistance to international clients

2010 – 2015
Red Wing Japan, Ltd., Tokyo, Japan
(Subsidiary of Red Wing Shoe Company. Red Wind Japan conducts marketing and sales activities of USA-made heritage footwear in Japan)
Manager, Brand Communication and Public Relations
- Responsible for all marketing projects and budget for Red Wing brand in Japan
- Proactively collaborated with magazines, created artwork for advertisements, developed website and improved store displays at retailers nationwide
- Played key role in global marketing, provided ideas to be implemented in North America, Europe and Asia, and traveled abroad 5-6 times annually
- Collaborated with local distributors in China, Taiwan, South Korea and ASEAN countries to develop markets
- Led project team of up to 10 to redesign entire care product line-up globally; increasing sales by 20%

2008 – 2010
STIL Co., Ltd., Tokyo, Japan
(Design office run by globally acknowledged fashion designer, Yoichi Nagasawa)
Planner
- Played key role in creative direction of product lineup for brands such as CHARGE from Renown Co., Ltd. and PRO-Keds, an American sports brand
- Assisted total creative direction of Aeon Co., Ltd.‘s private labels and contributed to development of products as well as store design and advertising

2007 – 2008
Yoshida Hiromi Design International Co., Ltd., Tokyo, Japan
(Design office run by pioneer Japanese fashion designer, Hiromi Yoshida)
Designer
- Acted as core member of design team that designed products for multiple brands, including pieces for fashion shows at Japan Fashion Week
- Created graphic design for printed materials and online contents

EDUCATION

2015 – 2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2003 – 2006
Central Saint Martins College of Art and Design, London, UK
BA (Hons) Fashion Design

2002 – 2003
Central Saint Martins College of Art and Design, London, UK
Foundation Studies in Art and Design

2000 – 2002
Oda Fashion College, Tokyo, Japan
Diploma, Fashion Design

LANGUAGES AND TECHNOLOGY

Languages
Japanese: native, English: fluent, French: basic

Computer skills
(Windows, Mac OS) Word, Excel, PowerPoint, Photoshop, Illustrator, Dreamweaver

INTERESTS
Design (Won awards at 8 international fashion design competitions between 2001 and 2006), textile, leather, illustration, photography
CAREER OBJECTIVE
To pursue a legal and/or strategic business development position in a luxury conglomerate, brand or private equity firm.

PROFESSIONAL EXPERIENCE

2016

Christian Dior Couture, Paris, France

ESSEC Field Project/Consulting mission
- Developing women’s shoes assortments

2016

Roger Vivier, Paris, France

Boutique internship
- Assisted both local and international clients in-store; Learned about the management, operations and stocking of a flagship boutique (Women’s Shoes & Leather Goods)

2015

Bombardier Inc., Montreal, Canada

(Legal Counsel at the Head Office (Secondment from Norton Rose Fullbright Canada LLP)
- Selected by senior partners to represent Norton Rose Fullbright Canada LLP and to strengthen the client relationship with Bombardier in the context of an 8-month client secondment
- Responsible for advising treasury, tax, human resources and operations on legal matters (drafting, review and negotiation of various agreements such as supplier, consultant, intellectual property, parent company guarantee and other legal agreements)

2012 – 2015

Norton Rose Fullbright Canada LLP, Montreal, Canada

(International law firm and highly rated legal practice in multi-jurisdictional work)

Associate in the Business Law Group (M & A)
- Corporate lawyer focused on Canadian and cross-border Mergers & Acquisitions; provided extensive support to the following recent major publicly announced transactions: (i) Cirque du Soleil, Agreement under which TPG acquired a majority stake in Cirque; (ii) SNC-Lavalin, Sale of 100% of its interest in AltaLink to Berkshire Hathaway Energy (proceeds of approx. $2.7B); (iii) Ivanhoé Cambridge Inc., Sale of Real Estate Portfolio to Cominar REIT (approx. $1.48B)
- Drafted legal documentation, negotiated legal points and advised sophisticated clients

2010 – 2012

Articling student, Student-at-law
- Drafted and reviewed intellectual property law agreements related to brand protection, researched copyright law and assisted in large pharmaceutical litigation suits; Researched jurisprudence in labour law, drafted client memos, prepared and assisted labour related trials; Reviewed contractual agreements (due diligence)

EDUCATION

2015 - 2016

ESSEC Business School, Paris, France

MBA in International Luxury Brand Management

2012

Admitted to the New York Bar, State of New York, USA

2012

Admitted to the Barreau du Québec, Canada

2007 - 2011

McGill University, Faculty of Law, Montreal, Canada

Integrated B.C.L./LL.B. Program, Minor in East Asian Studies: Language and Literature (Mandarin)

2010

Shantou University Law School, Shantou, China

Joint law program with McGill University in partnership with the Li Ka Shing Foundation

2004 - 2009

University of Ottawa, School of International Development & Global Studies, Ottawa, Canada

Honours BSoeSc in International Development & Globalization, summa cum laude (completed last two semesters while at McGill Law School)

LANGUAGES AND TECHNOLOGY

Languages
- English/French: native, Spanish: intermediary, Italian: basic

Computer skills
- Word, Excel, PowerPoint, Windows, Mac OS, Legal Search Tools (Quicklaw, CanLii), Workshare, Adobe

INTERESTS

Travelling, art, sports (equestrian sports, running, skiing) and gastronomy
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Emilie OSBORNE

emilie.osborne@gmail.com

Nationality: American & French

CAREER OBJECTIVE
Looking for a position in business strategy & development within the cosmetics and fragrances industry with an emphasis on CRM, communications & marketing and/or product development.

PROFESSIONAL EXPERIENCE

<table>
<thead>
<tr>
<th>Year</th>
<th>Company/Position</th>
<th>Location</th>
<th>Description</th>
</tr>
</thead>
</table>
| 2016       | Sisley, Paris    | ESSEC, Paris | ESSEC Field Project/Consulting mission  
- Developing a digital platform |
| Feb 2016   | Bobbi Brown Cosmetics, Paris | ESSEC, Paris | Retail Operations Internship |
- Responsible for the development of four seasons of watch collections with team of designers  
- Followed watch development through each stage of lifecycle – included interfacing between designer, licensor, factories and US-based brand teams to ensure that design and cost of product met current market demands while upholding brand image.  
- Presented collections to brand and served as an expert on each collection piece in approval meetings.  
- Served as an expert on each collection piece in approval meetings. |
| 2012 – 2013| Lyceum Alpinum, Zuoz, Switzerland | Switzerland | (Private international boarding school)  
- English & French Teacher  
- Taught remedial French & English classes.  
- Interfaced with boarding house/parents regarding student development |
| 2011       | FL Trading/ Giudici Service | Milan, Italy | (Milan-based advertising company specialized in relocation of excess luxury goods via outlets)  
- Communications Consultant/Translator  
- Translated and co-wrote marketing material, press kits, brochures, as well as a biography of the company and CEO for a Milan and Shanghai-based advertising and barter management company.  
- Collaborated with marketing team to create “Made in Italy” campaign for Chinese market. |
| 2008       | Condé Nast, New York, United States | New York, United States | Marketing Intern at Brides Magazine |
| 2007       | Chantecaille Beauté, New York, United States | New York, United States | Intern in PR Department |
| 2006-2009  | Anthropologie, New York & Washington DC, United States | Washington, United States | Sales Associate |

EDUCATION

<table>
<thead>
<tr>
<th>Year</th>
<th>Institution/Program</th>
<th>Location</th>
<th>Description</th>
</tr>
</thead>
</table>
| 2015 - 2016| ESSEC Business School | Paris, France | MBA in International Luxury Brand Management  
Case study: Diptyque & Jo Malone |
| 2009 – 2010| Institute of European Studies (IES Study Abroad) | Rome, Italy | Rome, Italy |
| 2006 – 2010| The George Washington University | Washington, United States | BA in International Affairs, Concentration in Italian |

LANGUAGES AND TECHNOLOGY

<table>
<thead>
<tr>
<th>Languages</th>
<th>Computer skills</th>
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</thead>
</table>

INTERESTS

Theater, yoga, travelling, languages, gastronomy, art
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Hajar OUHSINE

Ouhsinehajar@gmail.com

Nationality: Moroccan

CAREER OBJECTIVE
Category, Brand, or Sales Management position in the fragrance and cosmetics sector

PROFESSIONAL EXPERIENCE

2016
Sisley, Paris, France
(2 months)
ESSEC Field Project / Consulting mission
- Developing a marketing campaign for a product launch

2016
Sephora, Paris, France
(1 week)
Retail Management Internship
- Boutique internship at Paris’s flagship store at Champs-Elysées

2014 – 2015
Jumia-Rocket Internet GmbH, Lagos, Nigeria
(The first Online e-retailer in Africa)
VP of Sales, Sales Department
- Launched, developed and managed 3 sales teams accounting for 60% of Jumia Nigeria top line.
  - J-Force, C2C multi-level sales organization (5 area managers)
  - B2B SME’s, focusing on growing small and medium businesses (20 sales coordinators)
  - B2B corporate, focusing on Nigeria’s 200 biggest companies (5 key account managers)
- The team achieved after 12 months 150 million euros’ revenues
- Designed & built automated data analysis, planning and performance monitoring tools
- Set up the business plan targets to balance revenues, stock turnover and profitability objectives
- Piloted the roll-out of Nigeria sales department model across Egypt, South Africa and Morocco

2012 – 2014
Jumia-Rocket Internet GmbH, Cairo, Egypt
VP of Category Management, Buying and Commercial Department
- Hired and managed 10+ team members (category managers, merchandisers and buyers)
- Monitored actual performance on weekly/monthly basis and initiated corrective actions
- Defined and implemented commercial and marketing strategy along with the CEO’s
- Set up commercial and marketing partnerships with leading brands
- Built and implemented sourcing, replenishment, pricing strategies and tools across categories

2010 – 2012
LG Electronics, Casablanca, Morocco
Key Account Manager for Meditel (2nd operator in Morocco), Sales Department
- Managed sell-through operations through Meditel’s channels (Own shops, franchises, distributors, wholesalers)
- Built and executed product launches, commercial and inventory strategies on quarterly/yearly basis. Produced more than 200% growth in LG revenue with Meditel in less than 18 months
- Recruited, trained and managed 20 sales merchandisers to manage closely the sell-out activities

2006 – 2010
Nokia, Paris, France
Product Manager, Marketing Department
- Managed new product launches and existing product life cycles. Piloted and coordinated sales, logistics and marketing activities
- Managed the creation of local product customizations based on operator and French market requirements

EDUCATION

2015 - 2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2001-2006
Al Akhawayn University, Ifrane, Morocco
Bachelor of Engineering and Management science

LANGUAGES AND TECHNOLOGY

Languages
Arabic/English/French: trilingual

Computer skills
MS Office (Word, Power Point, Excel, Access), SAP

INTERESTS

Natural skincare products, travelling, biography books, exhibitions
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Debra Mae PIOQUINTO

debapioquinto@gmail.com

Nationality: Filipino

CAREER OBJECTIVE
A position in wholesale management or category buying and merchandising in fashion and accessories

PROFESSIONAL EXPERIENCE

2016
Christian Dior Couture, Paris, France
(2 months)
ESSEC Field Project/Consulting Mission
- Developing women’s shoe assortments

2012 – 2015
ZALORA, Manila, Philippines
(Fashion E-commerce start-up venture of Rocket Internet GmbH)

2014 – 2015
Buyer, Men’s Accessories
- Managed consignment and outright accounts that made up two-thirds of the category’s business.
- Acquired new brand partners and doubled the portfolio from 60 to 131 brands, and identified key sub-categories to drive growth. Grew category revenue by 244% from previous year.
- Led roll out of marketplace platform for suppliers’ inventory management.

2013 – 2014
Buyer, Men’s Apparel
- In charge of men’s apparel merchandise selection and accounts management. Grew category revenue by 67% from previous year.
- Expanded men’s underwear brand and acquired top local retail partners for men’s apparel.

2012 – 2013
Buyer, Women’s Apparel
- Built women’s apparel brand portfolio from ground up in time for website launch.
- Assisted in conceptualization, buying and launch of two private label brands.
- Tracked month-on-month growth for the category with 316% growth revenue from 2012 to 2013.

2011 – 2012
Collezione C2, Manila, Philippines - (Local retail brand of men’s and women’s casual apparel)
Brand Manager
- Implemented 2011 marketing plans, including launch of brand’s first endorsers.
- Launched women’s premium collection, Due Collezione, including opening of two stores.

2010-2011
Avon Cosmetics Inc., Manila, Philippines
(Multinational direct-selling company for personal care, intimate apparel and household products)
Brand Assistant, Asia Pacific Regional Intimate Apparel
- Prepared market briefs, sales reports, forecasts and projections for Product Development team.
- Formulated and tracked PERT calendar ensuring on-time completion of activities of business unit.
- Coordinated and organized quarterly showroom for regional buyers.

2008-2009
Adora, Manila, Philippines - (Multi-brand luxury concept department store)
Merchandise Manager, Luxury Department
- Managed OTB, merchandise planning, assortment and buying for men’s and women’s apparel, accessories and shoes for brands like Givenchy, Etro, Missoni, Jil Sander, D&G, Chloé, etc.
- Conducted seasonal merchandise product training for sales associates, ensured implementation of brand visual merchandising guidelines, and prepared PR and advertising plans.
- Launched and acquired three new brands: Neil Barrett, Gossuin and Anya Hindmarch.

EDUCATION

2015 - 2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2004 - 2008
Ateneo de Manila University, Manila, Philippines
Bachelor of Science in Management Engineering

LANGUAGES AND TECHNOLOGY

Languages
Filipino/English: native, French: basic

Computer skills
Proficiency in Mac iOS and MS Office with advanced skills in MS Excel

INTERESTS
Fashion, music, sports, youth culture and current events
Entering the World of Van Cleef & Arpels

Additional Coursework

Computer skills: Word, Excel, PowerPoint

LANGUAGES AND TECHNOLOGY

2001 - 2015

2007 - 2014

Bruce Museum of Arts & Science, Greenwich, Connecticut, United States

ESSEC Field Project / Consulting Mission

- Conducted due-diligence on future exhibits & co-sponsor opportunities w/ leading luxury maisons
- Performed grant research for the Museum’s community programs
- Organized tours of private collections for Museum patrons (American, Decorative, Outsider & Contemporary Art)
- Analysed the Museum’s special event ticket pricing vis-à-vis its fundraising competition

2006 – 2005

A.G. Edwards & Sons, Inc., New York, United States

Full-service securities broker-dealer to individual, governmental, and institutional clients

Research Assistant, Institutional Clients

- Analysed market and competitive positioning of institutional pension clients
- Projected and managed commission and fee revenue streams from trust & mutual fund companies

CAREER OBJECTIVE

A role in client relationship management (CRM), customer insights, business development, category or product management within jewellery & watches.

PROFESSIONAL EXPERIENCE

2016

Cartier, Paris, France

ESSEC Field Project / Consulting Mission

- Recommending a plan to create exceptional experiences and defining the accurate digital strategies for Cartier’s VIPs

2014 – 2015

Bruce Museum of Arts & Science, Greenwich, Connecticut, United States

(Regionally based, world-class institution highlighting art, science and natural history)

Museum Volunteer, Development & Institutional Advancement

- Managed client relationships, engagements and products for IM practice (US, UK & Europe)
- Secured renewal of seven-figure agreement w/ leading German asset manager (€1,361bn AUM)
- Mentored, trained and led team of 12 associates (US, UK & Singapore) & developed firm-wide training and mentoring program for junior associates
- Optimized end-to-end process design & achieved 50% reduction in duration, cost & delivery time
- Led analytical initiatives to identify and resolve risks & data quality issues in real-time
- Evaluated pricing strategies and established disciplined approach to track and forecast sales
- Established “look/feel” strategy & style guide for Greenwich products w/ global marketing team
- Developed, managed and upheld standards, best practices and business direction for products

2007 – 2014

Greenwich Associates LLC, Stamford, Connecticut, United States

(Leading strategic financial consulting firm delivering advice to financial services providers & buyers)

Senior Client Associate & Team Leader, Investment Management Practice

- Managed client relationships, engagements and products for IM practice (US, UK & Europe)
- Secured renewal of seven-figure agreement w/ leading German asset manager (€1,361bn AUM)
- Mentored, trained and led team of 12 associates (US, UK & Singapore) & developed firm-wide training and mentoring program for junior associates
- Optimized end-to-end process design & achieved 50% reduction in duration, cost & delivery time
- Led analytical initiatives to identify and resolve risks & data quality issues in real-time
- Evaluated pricing strategies and established disciplined approach to track and forecast sales
- Established “look/feel” strategy & style guide for Greenwich products w/ global marketing team
- Developed, managed and upheld standards, best practices and business direction for products

2005 – 2006

A.G. Edwards & Sons, Inc., New York, United States

(Retail & Investment Banking)

Research Assistant, Institutional Clients

- Analysed market and competitive positioning of institutional pension clients
- Projected and managed commission and fee revenue streams from trust & mutual fund companies

EDUCATION

2015 - 2016

ESSEC Business School, Paris, France

MBA in International Luxury Brand Management

Case studies include: Amrapali Jewels & Lexus – Cultural Biography; De Beers Diamond Jewellers – joint venture; Burberry, Coach, Benefit Cosmetics – omni-channel retail strategy; Omega – product positioning & revival; S.T. Dupont – digital writing instruments; H.Stern – brand image

2001 – 2005

Connecticut College, New London, United States

BA in Government

LANGUAGES AND TECHNOLOGY

Languages: English: native, French/Spanish: basic
Computer skills: MS Office Suite; Word, Excel, PowerPoint

INTERESTS

Jewellery (art history of jewellery), cosmetics, cultural anthropology, travel, arts & culture, consumer trends, technology

Additional Coursework: L’Ecole Van Cleef & Arpels – Art Nouveau and Jewelry: 20 Years of Creative Liberation, Entering the World of Van Cleef & Arpels
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Divita SHARMA

divita.sharma@essec.edu

Nationality: Indian

CAREER OBJECTIVE
A challenging position in international brand management (strategic marketing/merchandising/operational marketing) or travel retail in Fragrances & Cosmetics

PROFESSIONAL EXPERIENCE

<table>
<thead>
<tr>
<th>Year</th>
<th>Company/Project/Consulting Mission</th>
<th>Position</th>
<th>Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Sisley, Paris</td>
<td>Assistant Brand Manager, Pan India</td>
<td>Developed &amp; executed brand strategies &amp; marketing plans to manage the existing product lines &amp; new product launches</td>
</tr>
<tr>
<td>2016</td>
<td>ESSEC Field Project/Consulting Mission</td>
<td></td>
<td>• Developing a digital platform</td>
</tr>
<tr>
<td>Feb 2016</td>
<td>Christian Dior Parfums – Galeries Lafayette, Paris</td>
<td>Sales Associate Boutique Internship</td>
<td>Learnt the fundamental elements of running a store and providing customer service</td>
</tr>
<tr>
<td>2013–2015</td>
<td>BPI India – Issey Miyake, Jean Paul Gaultier, Narciso Rodriguez &amp; Elie Saab Parfums</td>
<td>Assistant Brand Manager, Pan India</td>
<td>Developed &amp; executed brand strategies &amp; marketing plans to manage the existing product lines &amp; new product launches</td>
</tr>
<tr>
<td></td>
<td>(Intercraft Trading Pvt. Ltd. - India’s largest distributor &amp; retailer for Fragrances &amp; Cosmetics)</td>
<td></td>
<td>• Stratified on branding activities such as promotions, space on hire, events, public relations &amp; advertising to increase brand visibility</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Prepared monthly BPI sales reports, set sales targets across regions, analysed sales trends &amp; took timely actions to address the dynamics of the retail environment</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Ensured strict adherence to brand guidelines across all aspects of marketing, merchandising, logistics, training, public relations &amp; advertising</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Addressed customer complaints &amp; created action plans to ensure that BPI India’s customer service was in sync with the brand’s overall vision on customer care</td>
</tr>
<tr>
<td>2012–2015</td>
<td>Guerlain – LVMH Group – Intercraft Trading Pvt. Ltd.</td>
<td>Junior Marketing Executive, Brand Team</td>
<td>Analysed sales trends, created future sales forecasts and ordered the optimal stock mix on a monthly basis by closely following the stock turnover trends in stores &amp; warehouses</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Set monthly sales targets across regions &amp; designed incentive plans to motivate sales staff, keeping in mind challenges faced by each point of sale</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Conceptualized &amp; executed exclusive promotional events across India, such as pop-up Guerlain stores &amp; makeover workshops in strategic locations to promote overall sales</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Collaborated with luxury pioneers such as Shangri-La, Jean Claude Biguine, Judith Leiber &amp; Jaguar amongst others, to reach a niche customer segment &amp; create brand presence</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Overlooked opening new independent boutiques all over India and increasing brand presence in retail chains like Sephora, Parcos, &amp; Shoppers Stop</td>
</tr>
<tr>
<td>2012–2012</td>
<td>ELLE India, Ogaan Publications</td>
<td></td>
<td>Planned &amp; executed events such as the annual international &amp; internal ELLE conferences and beauty awards</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Prepared overall marketing plans which included creation &amp; maintenance of a promotional budget, organization of subscription drives and strategizing a digital marketing plan</td>
</tr>
</tbody>
</table>

EDUCATION

<table>
<thead>
<tr>
<th>Year</th>
<th>Institution/Program</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015–2016</td>
<td>ESSEC Business School, Paris, France</td>
<td>USA</td>
</tr>
<tr>
<td>2008–2012</td>
<td>Boston University, School of Management, Boston, USA</td>
<td>US</td>
</tr>
</tbody>
</table>

LANGUAGES AND TECHNOLOGY

<table>
<thead>
<tr>
<th>Languages</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>Fluent</td>
</tr>
<tr>
<td>Hindi</td>
<td>Fluent</td>
</tr>
<tr>
<td>Arabic</td>
<td>Basic</td>
</tr>
</tbody>
</table>

Computer skills

<table>
<thead>
<tr>
<th>Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microsoft Office</td>
</tr>
<tr>
<td>Adobe Photoshop</td>
</tr>
<tr>
<td>Mac OS X</td>
</tr>
</tbody>
</table>

INTERESTS

Photography, fashion, reading & travelling
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Jahnavi TAMPI

jahnavitampi@gmail.com

Nationality: Indian

CAREER OBJECTIVE
A position in E-commerce/Digital marketing/or Operational marketing including wholesale, preferably in fashion & accessories or fragrances & cosmetics (travel retail)

PROFESSIONAL EXPERIENCE
2016
Salvatore Ferragamo, Florence
(2 months)
ESSEC Field Project / Consulting Mission
- Creating a business strategy approach for fine jewelry & bijoux product categories
February 2016
Tod’s Group
(1 week)
- Boutique Internship to learn the fundamental elements of running a store
2013 – 2015
The Label Corp, Mumbai, India
(Celebrity curated, online start-up retailing home décor, fashion apparel and accessories with an annual turnover of € 600 000)
Brand Manager and Founding Member
- Wrote site and external content, as well as styled all visual communications
- Planned and executed the firm’s Public Relations strategy
- Led consumer engagement through social media marketing
- Drove brand associations and advertising campaigns
- Hired and trained teams (20 plus) to deliver business objectives
- Formulated the merchandise plan and developed the collections
- Built a working relationship and presence with respect to all new channels (Amazon.in)
- Worked closely with the founder to develop the value proposition which led to obtaining VC funding and prepared non-financial, quarterly update content for investors

2009 – 2012
ELLE India, Mumbai, India
(The Indian edition of the worldwide lifestyle magazine of French ELLE )
Senior Fashion Stylist, Editorial
- Covered Indian fashion events like Lakme Fashion Week, Wills India Fashion Week and an International fashion week, Toronto Fashion Week
- Published fashion reports directed to the Indian ELLE readers
- Responsible for trend pages, key fashion stories as well as cover and celebrity stories
- Elaborated and wrote content for feature stories, fashion news and advertorials
- Published travel stories by visiting the specific locations
- Organized and hosted ELLE events like Elle Breast Cancer Carnival and Elle India Derby
- Contributed to the iconic Elle Breast Cancer Foundation Event for three consecutive years

EDUCATION
2015 – 2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management
2006 - 2009
St. Xavier’s College Mumbai, India
B.A. in Economics with Honors

LANGUAGES AND TECHNOLOGY
Languages
- English/Hindi/Marathi: fluent, French: basic
Computer skills
- Microsoft PowerPoint, Word, Excel

INTERESTS
Fashion, styling, dance, history and writing
CAREER OBJECTIVE
Merchandising or product development for a luxury fashion and accessories brand

PROFESSIONAL EXPERIENCE

2016
Christian Dior Couture, Paris
ESSEC Field Project / Consulting mission
- Developing women’s shoe assortments

2014 – 2015
Shanghai Xinlai Industry & Trade Co. Ltd., Shanghai, China
(Produces bedsheet, curtains & towels for luxury hotels)
Product & Sales Manager
- Managed the product design based on requirements of individual brands
- Cultivated business relationships with major international hotel chains
- Increased sales revenue by 26% by closing 3 major deals

2013 – 2014
Dufry Commercial Consulting Ltd., Shanghai, China
(No.1 travel retail company worldwide)
Fashion & Accessory Category Manager
- Acted as independent buyer for Hugo Boss, Coach, Dunhill, Tommy Hilfiger, & Michael Kors
- Opened new stores for the new airport project
- Managed store inventory & operations
- Spearheaded campaign to successfully increase sales by 15%

2010 – 2013
Nike, Shanghai, China
DTC Buyer
- Acquired inventory based on projected sales trends
- Analyzed inventory turnover, sales, & promotion efficiency
- Compiled weekly, monthly, and seasonal sales reports
- Increased sales by 22% in 2013 and by 15% in 2012

2007 – 2010
C&A China, Shanghai, China
Junior Buyer, Division Planner
- Planned & managed inventory by advancing or delaying orders to adapt to stock requirements
- Increased sales by 21.2%

EDUCATION

2015 - 2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2003 – 2007
Donghua University, Shanghai, China
BS in Fashion Design & Engineering

LANGUAGES AND TECHNOLOGY
Languages
Chinese: native, English: fluent, French basic

Computer skills
Proficient in Microsoft Office and Photoshop

INTERESTS
Fashion, travel, movies, cooking, fitness
CAREER OBJECTIVE
To grow in the fashion and accessories sector in a multidisciplinary leadership role that blends marketing, communications, events, and creative direction.

PROFESSIONAL EXPERIENCE

2016
Sisley, Paris, FRANCE
(2 months)
(French beauty brand creating and distributing luxury skin care, make-up, and fine perfume products)
ESSEC Field Project/ Consulting Mission
- Developing a marketing campaign for a product launch

Great Performances, New York, NY, USA
(2011 – 2015)
(New York City’s premiere catering and event planning company; 50M USD annual revenue)
Executive Creative Director, Style & Design Department
- Led design team of 5, and co-managed marketing team of 3; directed production teams of more than 200; designed and produced operationally complex large and small scale events
- Collaborated with clients, venues, chefs, designers, florists, celebrity talent and other stakeholders to conceptualize, develop, and deliver activations reflective of client goals
- Facilitated client acquisition and retention by executing high-caliber events for brands such as Bombay Sapphire, Ermenegildo Zegna, Bergdorf Goodman, GQ, The Plaza Hotel, The Metropolitan Museum of Art, Sotheby’s, Goldman Sachs, SAP, and the United Nations

Fashion Institute of Technology, New York, NY, USA
(2014 – 2015)
(Internationally recognized college of design, fashion, art, communications, and business)
Adjunct Instructor, Precollege Programs
- Developed and delivered original precollege workshop entitled Fashionable Affairs: Events Made Easy generating >20K USD in new tuition revenue; trained faculty to teach the course

Swank Productions, New York, NY, USA
(2007 – 2011)
(Boutique event planning, event design, experiential marketing, and production company)
Lead Event Designer
- Conceptualized, designed, and produced original event concepts; led production teams
- Developed and managed budgets maximizing profitability; negotiated contracts and collaborated with suppliers and clients; secured new business
- Orchestrated execution of events for high-net-worth individuals, multinational corporations, fashion brands, and cultural institutions including Morgans Hotel Group, Brooklyn Museum, Bols Genever, Niche Media, Motorola, Wieden+Kennedy, Cipriani, and Bloomingdale’s

EDUCATION

2015 – 2016
ESSEC Business School, Paris, FRANCE
MBA in International Luxury Brand Management

2003 – 2007
Fashion Institute of Technology, New York, NY, USA
BFA in Fabric Styling
AAS in Display and Exhibit Design

LANGUAGES AND TECHNOLOGY
Languages
- English: native
- French / Spanish: basic

Computer skills
- Adobe Illustrator, InDesign, Photoshop, PowerPoint, Word, Outlook, Social Media
- Project Management, Design, Communications, Events, Budgeting, Client Management, Sales, Visual Merchandising

INTERESTS
Design, décor, fashion, textiles, art, architecture, photography, antiques, auctions, flea markets, travel, hospitality, restaurants, entertaining, theater, business, real estate, music, history
CAREER OBJECTIVE
To pursue a career within the luxury jewelry and watches sector in financial or business management.

PROFESSIONAL EXPERIENCE

2016
Audemars Piguet, Le Brassus, Switzerland
ESSEC Field Project/Consulting Mission
• Developing a new strategy for Greater China

2016
Tod’s, Paris, France
Boutique Internship
• Participated in on-floor sales and stock room tasks and processes

2009 – 2015
PricewaterhouseCoopers, Florham Park, New Jersey, United States
Experienced Associate – Retail & Consumer Industry
• Provided professional integrated audit services for SEC clients in accordance with U.S. GAAP
• Provided professional audit services for internationally based clients under IFRS accounting
• Collaborated/communicated with client’s upper management to understand and document their business operations
• Collaborated/communicated with international counterparts as part of local submissions in support of group audit
• Supervised, assigned and managed teams ranging from two to five associates per project
• Managed engagement team economics, including annual engagement budgets and analysed actual to budget variances
• Led team on first year full scope audit of U.S. based subsidiary of an international retail company
• Established and implemented audit programs and appropriate control and substantive testing procedures across various financial statement line items
• Created test plan/audit procedures for detailed revenue and inventory testing for both retail and consumer goods companies
• Performed financial statement fluctuation analyses for year end and quarterly/interim reviews
• Coordinated cross lines of service interactions with tax and risk assurance teams and specialists
• Involved in planning and implementing standalone, special purpose financial statement, and benefit plan audits of internationally based consumer goods companies
• Managed multiple client commitments on simultaneous engagements

EDUCATION

2015 - 2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2005 – 2009
Muhlenberg College, Allentown, Pennsylvania, United States
Bachelor of Arts – Double Major in Accounting and Business Administration

Fall 2007
Universiteit Maastricht (Study Abroad Program), Maastricht, The Netherlands
Full concentration in international business courses

LANGUAGES AND TECHNOLOGY
Languages
English: fluent, Spanish: intermediate, French: basic

Computer skills
Microsoft Excel, Word, PowerPoint and familiarity with Hyperion, BCS, JDE and SAP systems

INTERESTS
Skiing, running, travelling, concerts, exploring special dining globally
CAREER OBJECTIVE
A position in brand management, marketing or sales in luxury yachts, car and technology, or jewellery and watches

PROFESSIONAL EXPERIENCE

2016
Cartier, Paris France
ESSEC Field Project/consulting mission
- Recommending a plan to create exceptional experiences & defining the accurate digital strategies for Cartier’s VIPs

Feb 2016
Louis Vuitton, Galeries Lafayette, Paris
Customer Advisor/ Intern
- Provided product information and suggestions to customers from all over the world
- Assisted with store operations, merchandising and stock operations
- Assisted in improving the customer service and managed clienteling

2011 - 2015
Heysea Yachts Company Limited
(No.1 in China and No.25 in the world as a luxury yachts manufacturer)

2013 - 2015
Marketing Manager
- Led a sales team of 10 members to develop marketing strategies and sales work; held regular training sessions
- Assisted in tracking and analyzing marketing programs to optimize overall results
- Represented the company at different yachts exhibitions and elaborated advertising campaigns
- Planned and organized promotional activities;
- Launched a series of experiential marketing campaigns to promote yachting lifestyle in China
- Communicated with customers to understand their needs and collect feedbacks
- Led the team to win “Best Sales Award for Chinese Made Yacht” for Heysea 82 due to its good performance in sales

2011 - 2012
Marketing Specialist
- Conducted marketing research and attended business negotiations
- Organized promotional activities, such as yachts exhibitions, theme parties, and experiential marketing activities
- Arranged and organized ceremony for signing of yachts contract
- Assisted in defining the the brand DNA, and long term strategies

2011 - 2012
Love Yourself, Shen Zhen
(Online Cosmetics Store)
Co-founder
- Imported beauty products from HK and sold online to clients in mainland China;
- Surveyed and researched the most popular cosmetics brands in China

EDUCATION

2015 - 2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2007 - 2011
Lan Zhou Jiao Tong University, Lan Zhou, China
Bachelor of Arts in English

LANGUAGES AND TECHNOLOGY

Languages
Mandarin/Chinese: native, English: fluent, French: intermediate

Computer skills
MS office, Mac osx

INTERESTS
Reading, jogging, camping, fishing, experiencing different cultures, travelling, bridge, cycling and basketball.
MBA IN INTERNATIONAL LUXURY BRAND MANAGEMENT

Wenjing (Edwina) XIE

Edwina.xie@essec.edu

Nationality: Chinese (HK)

CAREER OBJECTIVE
A position in marketing /retail management in Asia / Paris in fragrances & cosmetics

PROFESSIONAL EXPERIENCE

2016
Biotherm/ L’Oréal LUXE, Paris, France
ESSEC Field Project / Consulting Mission
- Conceiving an action plan on how to recruit the young Chinese generation with Aquasource
- Iconic moisturizer, by creating a modern engaging digital driven 360 campaign

2016
Christian Dior Parfums, Paris, France
Boutique Internship

2015
WATER OASIS GROUP LTD., HONG KONG S.A.R.
(GLYCEL Brand / Local Distributor of Luxury Skincare brands)
Marketing Officer
- Assisted brand manager in elaborating media and communication plan
- Coordinated with merchandizing team on bi-weekly basis to monitor sales
- Handled joint-promotions with local businesses to expand consumer bases
- Provided strategic proposals and monitored brand’s CRM system
- Coordinated with PR department to host monthly special events

2014
CBA ASIA LTD., HONG KONG S.A.R.
(Brand Consultancy Company, HQ in Paris)
Account Manager
- Assisted Managing Director to pitch new business
- Managed existing accounts and communicated with clients on daily basis
- Managed 2 internal designers and 2 executives to run existing projects
- Provided cost estimates to clients and processed billing and budgeting

2012 – 2014
MCCANN WORLDGROUP, HONG KONG S.A.R.
(Advertising Company)
Senior Account Executive
- Managed key accounts including L’Oréal Paris and Maybelline
- Managed three brainstorm projects for L’Oréal Hair, The Body Shop and Kiehl’s in collaboration
  with L’Oréal HR Department
- Presented communication proposals weekly to clients regarding product launches, and presented
  annual branding strategies every year
- Managed internal creative team of 6 to run existing projects
- Provided cost estimates to client and processed billing and budgeting

2011 - 2012
RR DONNELLY ROMAN FINANCE, HONG KONG S.A.R.
Project Coordinator
- Managed IPO projects

EDUCATION

2015 - 2016
ESSEC Business School, Paris, France
MBA in International Luxury Brand Management

2007 - 2011
Hong Kong Baptist University, Hong Kong
Bachelor of Arts in Translation and Linguistics

2009 - 2010
Rollins College, USA
Exchange student in Communication Studies

LANGUAGES AND TECHNOLOGY

Languages: Mandarin / Cantonese: native, English: fluent, French: intermediary
Computer skills: Outlook, Word, Excel, Powerpoint, Photoshop
Contacts

Anne-Marie Chivé
Tél. +33 (0) 1 34 39 34
chivea@essec.fr