GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

CV BOOK 2020
25TH ANNIVERSARY YEAR
ESSEC is a graduate school with programs ranging from Bachelor to PhD, a wide range of Masters programs including our flagship Master in Management and Global MBA programs. ESSEC also offers executive education and custom training designed and developed on-demand for our partners from the private sector. ESSEC holds the “Triple crown” of accreditations for global business education: EQUIS, AACSB and AMBA.

At the core of the ESSEC learning experience is a combination of excellence and distinctiveness. ESSEC’s unique educational model is based on education by experiences, that foster the acquisition of cutting-edge knowledge with the development of know-how and life skills. At ESSEC, we aim to empower students and give them the keys to imagine, create, lead and have a positive impact in the business world of tomorrow that will be more complex and changing ever more rapidly.

ESSEC is a world-school. Our International campuses in Asia-Pacific and Africa are dual gateways that allow students to really immerse themselves into different cultures worldwide and develop genuine expertise about business in those regions. They allow our school to build deeper alliances with academic, private and public partners in those regions that are growing at an accelerated pace and will be leaders of economic growth in tomorrow’s world. ESSEC has built a network of alliances with academic partners worldwide so that its students’ learning journey is a true international one.

ESSEC is a school with French Roots that trains responsible leaders. Being a responsible leader means being able to see beyond business as usual. Responsible leaders are able to value long-term benefits over short-term profits; they are able to blend corporate performance with employees’ well-being. To prepare its students for the world of tomorrow, ESSEC’s pedagogy seeks to awaken and develop creative and critical thinking, together with the learning-by-doing method. Responsible leaders are those who can see the broader picture.

ESSEC is a full ecosystem at the crossroad of rigorous and relevant research, innovation, business and society. At ESSEC we believe in bringing research and companies into the classroom, we also believe that learning doesn’t end with a degree: learning at ESSEC means becoming a life-long learner and joining a close-knit community of more than 60,000 Alumni all across the globe.
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### Key figures

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduates worldwide</td>
<td>60,000</td>
</tr>
<tr>
<td>Campuses</td>
<td>4 — 1</td>
</tr>
<tr>
<td>Campuses in Cergy, Paris-La Défense, Singapore and Rabat</td>
<td></td>
</tr>
<tr>
<td>Augmented digital campus</td>
<td></td>
</tr>
<tr>
<td>Partner universities</td>
<td>218</td>
</tr>
<tr>
<td>Partner universities in 45 countries</td>
<td></td>
</tr>
<tr>
<td>Degrees awarded each year</td>
<td>2,000</td>
</tr>
<tr>
<td>Degrees awarded each year, including 1,600 at graduate level</td>
<td></td>
</tr>
<tr>
<td>Learning and research chairs</td>
<td>30</td>
</tr>
<tr>
<td>Double degree programs</td>
<td>32</td>
</tr>
<tr>
<td>(26 international, 6 national)</td>
<td></td>
</tr>
<tr>
<td>Permanent faculty of 37 nationalities</td>
<td>163</td>
</tr>
<tr>
<td>Including 21 emeriti professors</td>
<td></td>
</tr>
<tr>
<td>International students</td>
<td>34% — 102</td>
</tr>
<tr>
<td>Nationalities represented</td>
<td></td>
</tr>
<tr>
<td>Student organizations</td>
<td>100</td>
</tr>
<tr>
<td>Managers in executive education</td>
<td>5,000</td>
</tr>
<tr>
<td>Partner companies in education and recruitment</td>
<td>500</td>
</tr>
</tbody>
</table>
INTRODUCTION

We are very proud to be celebrating the “25th Anniversary of ESSEC’s Global MBA in Luxury Brand Management in 2020”. As the first full time 1 year MBA Program in Luxury Brand Management in English to be launched in the world in 1995, the program was initially greeted with scepticism by a public unaccustomed to industry orientated MBA’s. Today, we are ranked Number 1 worldwide and thanks to the support of the sectors major players, and our triple accreditation, (AACSB, EQUIS, AMBA) not only have we maintained our supremacy but we have become a reference for the global luxury industry with many of our graduates now holding key positions worldwide.

For those of you who may have missed a chapter of our history, in September 2017 the MBA in International Luxury Brand Management changed format, joined forces with ESSEC’s MBA in Strategy and Management and was renamed Global MBA with Major in Luxury Brand Management.

The wide choice of luxury specialized classes remains exactly the same, as does the mentor program, luxury conferences, field trips, boutique internships and field projects which make our program so unique. In addition to this advanced specialized content, participants of the program can now also benefit from an enhanced core curriculum emphasizing macroeconomics, the crucial role of innovation, digital transformation, financial skills and complexity management. And new this year : Power BI, google analytics, blockchain and specific courses on sustainability in luxury. Luxury participants will now take courses with participants specialized in 2 other majors (strategy and management, and digital business and innovation) thereby also broadening their network of peers.

As opposed to competing MBA programs offering a less concentrated luxury specialization, our newly formatted GMBA in Luxury Brand Management continues to allow our participants to benefit from a deep-dive into the management of luxury brands (60% of the program) whilst also enhancing their leadership, managerial and digital skills.

The program continues to attract participants from all over the world with an average of 7 years international professional experience who are provided with highly concentrated and intensive exposure to fashion & accessories, jewellery and watches, fragrances and cosmetics, wines and spirits and retail.

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 Global MBA in Luxury Brand Management.

Anthea Davis
Director of Corporate Relations and Career Development
ESSEC Global MBA in Luxury Brand Management
ESSEC Business School, Paris

Tel.: 33 (0) 1 34 43 31 68
Mail: davis@essec.edu
BRIEF DESCRIPTION OF THE MBA PROGRAM

The Global MBA in 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, MBA participants write an evaluation report which is shared with the host companies.

International Field Trips
Three 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 Shanghai, New York 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 September. 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

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Average Age</td>
<td>30 years</td>
</tr>
<tr>
<td>Age Range</td>
<td>26-36 years</td>
</tr>
<tr>
<td>Average work experience</td>
<td>7 years</td>
</tr>
<tr>
<td>Academic background</td>
<td>Marketing 17%, Finance/accounting 3%, Economics/business 37%, Science/engineering 17%, Social sciences 17%, Design 6%, Law 3%</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</td>
<td>around 30 participants</td>
</tr>
</tbody>
</table>

EXAMPLES OF GLOBAL PROJECTS

<table>
<thead>
<tr>
<th>Category</th>
<th>Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessories</td>
<td>Developing a disruptive launch strategy for a new accessories line</td>
</tr>
<tr>
<td>Fashion</td>
<td>Recommending a new digital communication strategy</td>
</tr>
<tr>
<td>Watches</td>
<td>Developing a new strategy for Greater China</td>
</tr>
<tr>
<td>Jewellery &amp; watches</td>
<td>Recommending a plan to create exceptional experiences &amp; defining the accurate digital strategies for VIP clients</td>
</tr>
<tr>
<td>Retail</td>
<td>Proposing a plan to enhance the customer experience in store</td>
</tr>
<tr>
<td>Fragrances &amp; Cosmetics</td>
<td>- Analysing the risks and opportunities of the pharmacy market</td>
</tr>
<tr>
<td></td>
<td>- Developing a new digital platform</td>
</tr>
<tr>
<td></td>
<td>- Developing a marketing campaign for a new product launch</td>
</tr>
<tr>
<td>Wines and Spirits</td>
<td>Defining how to build a successful CRM strategy</td>
</tr>
</tbody>
</table>
ALUMNI NEWS

The Global MBA in Luxury Brand Management now has over 780 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 Global MBA in 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>American</td>
<td>8</td>
<td>Project Manager, Medline Industries</td>
<td>USA</td>
<td>Manager in Training, Christian Dior Couture</td>
<td>USA</td>
</tr>
<tr>
<td>American/British</td>
<td>10</td>
<td>Director Strategic Marketing, Lulu</td>
<td>UK</td>
<td>Regional Marketing Manager, Travel Retailing EMEA, Estée Lauder - La Mer/Aveda</td>
<td>UK</td>
</tr>
<tr>
<td>American</td>
<td>6</td>
<td>Sales &amp; Marketing Manager, Intercos</td>
<td>USA</td>
<td>Digital Marketing Manager, Tiffany</td>
<td>USA</td>
</tr>
<tr>
<td>Argentinean</td>
<td>8</td>
<td>New Development Manager, Iké Asistencia Argentina</td>
<td>Argentina</td>
<td>Wholesale Manager, Montblanc</td>
<td>Argentina</td>
</tr>
<tr>
<td>Chinese</td>
<td>4</td>
<td>National Distribution Manager, Mux Shoes Co Ltd</td>
<td>China</td>
<td>Marketing Manager, Saint Laurent</td>
<td>China</td>
</tr>
<tr>
<td>French</td>
<td>9</td>
<td>Assistant Director F &amp; B, The Address Downtown</td>
<td>Dubai</td>
<td>Brand Manager, Krug/Ruinart</td>
<td>Hong Kong</td>
</tr>
<tr>
<td>Indian</td>
<td>6</td>
<td>Producer &amp; Correspondent, CNBC - TV 18.</td>
<td>India</td>
<td>Product Manager, L’Oréal Luxe - Kiehls</td>
<td>India</td>
</tr>
<tr>
<td>Italian</td>
<td>8</td>
<td>Client Relationship Manager, BSI Europe</td>
<td>Luxembourg</td>
<td>CRM Manager, Céline</td>
<td>France</td>
</tr>
</tbody>
</table>

SECTORS OF ACTIVITY IN WHICH 2019 GRADUATES ARE WORKING

- 35% FRAGRANCES & COSMETICS
- 20% FASHION & ACCESSORIES
- 10% JEWELRY & WATCHES
- 10% CONSULTING
- 25% OTHERS
- 15% CRM/DIGITAL MARKETING/SOCIAL MEDIA
- 5% FINANCE
- 5% LEGAL
- 5% PRODUCT DEVELOPMENT
- 10% OPERATIONAL MARKETING
- 30% RETAIL OPERATIONS
- 15% CONSULTING
- 10% PROJECT MANAGEMENT
- 5% COMMUNICATIONS

POSITIONS 2019 GRADUATES HOLD
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 and FIRMENICH, 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
Baccarat
BeThe1
Boodles
Chalhoub
Champagne Collet
Chanel
Chanel Métiers d’Art
Chanel Parfums
Christian Louboutin
Ermenegildo Zegna
Estée Lauder Companies
- Bobbi Brown
- By Kilian
- Clinique
- Estée Lauder
- Jo Malone
- La Mer
- Le Labo
- Mac Cosmetics
- Parfums Frederic Malle
- Tom Ford Beauty
Firmenich
Floriane de Saint Pierre
Fondazione Altagamma
Hermès
Kering
- Balenciaga
- Bottega Veneta
- Gucci
- Saint Laurent
L’Oréal Luxe
- Biotherm
- Giorgio Armani Parfums
- Helena Rubinstein
- Kiehls
- Lancôme
- Viktor & Rolf
- YSL Beauté
LVMH Group
- Acqua di Parma
- Bulgari
- Christian Dior Couture
- Christian Dior Parfums
- D.F.S.
- Emilio Pucci
- Fenty Beauty
- Fresh
- Krug Vins Fins de Champagne
- Louis Vuitton
- Moët et Chandon
- Moët Hennessy
- Sephora
Moncler
Nars Cosmetics
Olivier Theyskens
Paraffection Group
Pernod Ricard Luxury
- Royal Salute
- Martell
- Perrier Jouet
Richemont
- Cartier
- Chloé
- Montblanc
- 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
Versace
Visoonska
Yoox Net-a-Porter Group
GLOBAL MBA WITH
MAJOR IN LUXURY
BRAND MANAGEMENT

Curriculum Vitae
GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Xiaoou (Vivi) Al
vivi2004summer@hotmail.com
www.linkedin.com/in/vivi-ai

CAREER OBJECTIVE
A managerial position in retail, preferably in luxury Fashion & Accessories or Jewelry & Watches, in Paris, Singapore or Shanghai

PROFESSIONAL EXPERIENCE

<table>
<thead>
<tr>
<th>Year</th>
<th>Company</th>
<th>Location</th>
<th>Position</th>
<th>Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013–2016</td>
<td>Giorgio Armani, Shanghai, China</td>
<td>Store Project Coordinator</td>
<td>Establishment and optimized the system for store planning department in China</td>
<td>Led or participated intensively in 35 new store renovation projects, 10 store buy-back projects and 15 store renovation projects, and drafted and supervised the yearly budgets, Capex. for all projects Negated with landlords for store projects schedule, arrangements etc.</td>
</tr>
<tr>
<td>2016–2017</td>
<td>Prada, Shanghai, China</td>
<td>Department Manager</td>
<td>Led or participated intensively in 35 new store renovation projects, 10 store buy-back projects and 15 store renovation projects, and drafted and supervised the yearly budgets, Capex. for all projects</td>
<td>Negotiated with landlords for store projects schedule, arrangements etc. Operations ran smoothly Developed a mystery shopping strategy and program enabling unforgettable customer experience to be delivered in La Samaritaine store</td>
</tr>
<tr>
<td>2015–2016</td>
<td>Balenciaga, Shanghai, China</td>
<td>Store Supervisor</td>
<td>Led or participated intensively in 35 new store renovation projects, 10 store buy-back projects and 15 store renovation projects, and drafted and supervised the yearly budgets, Capex. for all projects</td>
<td>Negotiated with landlords for store projects schedule, arrangements etc. Operations ran smoothly Developed a mystery shopping strategy and program enabling unforgettable customer experience to be delivered in La Samaritaine store</td>
</tr>
<tr>
<td>2020</td>
<td>DFS, Paris, France - ESSEC Field Project/Consulting Mission</td>
<td>Project Coordinator</td>
<td>Developed a mystery shopping strategy and program enabling unforgettable customer experience to be delivered in La Samaritaine store</td>
<td>Developed a mystery shopping strategy and program enabling unforgettable customer experience to be delivered in La Samaritaine store</td>
</tr>
</tbody>
</table>

EDUCATION

<table>
<thead>
<tr>
<th>Year</th>
<th>Institution</th>
<th>Location</th>
<th>Field Project/Consulting Mission</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006–2010</td>
<td>East China University of Political Science and Law</td>
<td>Bachelor of Law (civil and commercial law)</td>
<td></td>
</tr>
</tbody>
</table>

LANGUAGES AND TECHNOLOGY

<table>
<thead>
<tr>
<th>Languages</th>
<th>Computer skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese (native)</td>
<td>MS Office : Excel, Power Point, Word</td>
</tr>
<tr>
<td>English (fluent)</td>
<td></td>
</tr>
<tr>
<td>French (intermediate)</td>
<td></td>
</tr>
</tbody>
</table>

INTERESTS
Work, Travel, Art, all kind of sports
GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Valentina BENASSI
valentinabenassi13@gmail.com
www.linkedin.com/in/ValentinaBenassi/

PROFESSIONAL EXPERIENCE

2020
DFS, Paris, France - ESSEC Field Project/Consulting Mission
(2,5 months)
- Developing a mystery shopping strategy and program enabling unforgettable customer experience to be delivered in La Samaritaine store

2017 – 2019
MEDITERRANEAN SHIPPING Co. USA, Houston, TX, United States
(Agent of MSC, USA Market Leader, and 2nd World largest Ocean carrier)
Senior Specialist – VIP Global Accounts
- In charge of 3 Global Key accounts such as Chevron, Oil and Gas market leader, providing end to end integrated logistic service and delivering personalized customer experience
- Negotiated current and future conditions of existing partnerships to improve commercial relations
- Led development of operational solutions based on partners’ requirements
- Managed partners’ adoption of best practices in order to achieve efficiency
- Developed portfolio of partners by capturing business on 5 new trades, and increasing volume by 383% for Chevron over 2 years
- Built and presented periodical business reviews influencing strategic decisions

2015 – 2017
MEDITERRANEAN SHIPPING Co. USA, Houston, TX, United States
Specialist – Import Customer Care
- Handled change of destination & rejected cargo procedure nationwide
- Liaised in between customers and operational departments to successfully divert cargos, resulting in $50,000 monthly average revenue and $1.5M revenue generated in 2 years
- Managed all aspects of contracts of carriage amendment in compliance with company and Customs policies

2014 – 2015
MEDITERRANEAN SHIPPING Co. USA, Houston, TX, United States
Analyst - Import Customer Care
- Optimized customers satisfaction and response time through CRM
- Strengthened relationship with clients delivering superior customer support

EDUCATION

2019 - 2020
ESSEC Business School, Paris, France
Global MBA with Major in Luxury Brand Management
Case studies include:
- Strategic Management analysis and proposal for Bulgari; Digital Marketing audit and proposal for Drunk Elephant; Marketing Strategy and Rebranding proposal for Lanvin and Rhum J.M

2009 – 2014
Università’ degli Studi RomaTre, Roma, Italy
Master Degree in Law - Specialization in International Business Contracts

LANGUAGES AND TECHNOLOGY

Languages: Italian: native, English: proficient, French: fluent, Spanish: basic
Computer skills: Microsoft Office Suite, Power BI certified, Google Ads certified

INTERESTS

Volunteered as personal shopper at “Dress for Success”, a non-profit organization empowering women (Houston, TX, 2019). Travelled to all 5 continents visiting 25 different countries. Love food, cinema and sailing.
**GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT**

Chitra BIROLE

birolechitra@gmail.com

www.linkedin.com/in/chitra-birole-25011

**CAREER OBJECTIVE**

A Business Analyst role in Sales Planning or CRM in Luxury Fashion and Accessories or Luxury Fragrances and Cosmetics

**PROFESSIONAL EXPERIENCE**

<table>
<thead>
<tr>
<th>Year</th>
<th>Company</th>
<th>Location</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020, (2.5 months)</td>
<td><strong>Louis Vuitton, Paris, France - ESSEC Field Project/Consulting Mission</strong></td>
<td>-</td>
<td>Defining the impact of Covid 19 on sales planning at Louis Vuitton</td>
</tr>
<tr>
<td>2018 – 2019</td>
<td><strong>Citiustech IT Healthcare, Mumbai, India</strong> (A specialist provider of health-care technology services and solutions, $1.25B Annual Revenue)</td>
<td>-</td>
<td><strong>Business Analyst (Software Engineer – Health-care consulting)</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Involved in pre-sales, design, analysis and delivery activities for various projects of Health-care Providers by partnering with marketing and sales team</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Implemented and optimised client database and further developed marketing plan through customer intelligence</td>
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<td></td>
<td></td>
<td></td>
<td>• Developed utility for FP&amp;A analysis to serve cross-functional projects which saved 67% of man-hours</td>
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<td></td>
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<td></td>
<td>• Defined health-care analytics, healthcare patient security and privacy norms and health-care measures for US Health-care to follow standard compliance</td>
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<td></td>
<td></td>
<td></td>
<td>• Developed project requirements and project plans for cross-functional teams through customer intelligence and segmentation</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• Increased user experience index by 70% and success rate of customer follow-up by 34%</td>
</tr>
<tr>
<td>2016 – 2018</td>
<td><strong>Software Quality Assurance Engineer</strong></td>
<td>-</td>
<td>• Implemented embedded analytics to enhance the quality of healthcare data</td>
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<tr>
<td></td>
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<td>• Developed detailed test plans for robust testing of software</td>
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<tr>
<td></td>
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<td>• Illustrated ways of the outstanding case follow up thus enabling 88% client solutions</td>
</tr>
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<td></td>
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<td></td>
<td>• Resolved 70-80% backlog issues reported by end-users in two weeks</td>
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<td></td>
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<td>• Decreased crucial functional defects of software by 52% and 5 man-hours for a week</td>
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<td></td>
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<td></td>
<td>• Initiated training ‘Emotional Intelligence at work-place’ for new joiners and fellow employees</td>
</tr>
<tr>
<td>2015 – 2018</td>
<td><strong>Software Engineer Trainee</strong></td>
<td>-</td>
<td>• Involved in developing Agile Methodologies and SDLC (Software Development Life Cycle) model</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Developed utility for robust testing of EHR (Electronic Health Record) software</td>
</tr>
</tbody>
</table>

**EDUCATION**

<table>
<thead>
<tr>
<th>Year</th>
<th>Institute</th>
<th>Location</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>20011 – 2015</td>
<td><strong>VJTI, University of Mumbai, Mumbai, India</strong></td>
<td>-</td>
<td>Bachelor of Technology in Electrical Engineering</td>
</tr>
</tbody>
</table>

**LANGUAGES AND TECHNOLOGY**

<table>
<thead>
<tr>
<th>Languages</th>
<th>Computer skills</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>English, Hindi: Bilingual, French: Beginner (DELF A2)</td>
<td>Python, C++, SQL Database Management, Salesforce Server Cloud, Data Mining and Analysis Advanced Excel, Power BI, Tableau, SSRS, SSIS, Microsoft Word and PowerPoint</td>
<td></td>
</tr>
</tbody>
</table>

**INTERESTS**

Art and Culture collection, Embroidery designing, Canvas Painting, Hatha Yoga
CAREER OBJECTIVE
A role in collection merchandising in luxury fashion & accessories in France, USA and Hong Kong

PROFESSIONAL EXPERIENCE

2020
DFS, Paris, France - ESSEC Field Project/Consulting Mission
(2,5 months)
• COVID 19 crisis: developing strategies on how La Samaritaine store can successfully adapt to the new world of retail.

2014 - 2019
JUSH International INC, Hoboken, New Jersey, USA, Hong Kong
(A global apparel design and manufacturing firm for USA and European retailers)

Business Development Director
Sales Development: Executed multiple business plans to drive top line and bottom line growth
• Increased Women’s and Men’s sleepwear revenue 62% from $870K in 2016 to $1.4M in 2018
• Entered new Big Girls category in 2017 and grew revenue to $557K by end of 2018
• Identified opportunity for Men’s RTW Spring 2018 resulting in additional $9M in revenue
• Grew Big Boys business from $7.6M in 2017 to $21.7M in 2018
• Launched DTC children’s clothing brand, KinderKind Kids as new revenue stream scaling firm’s strategic assets in design, sourcing and production

Product Development:
• Managed prototype development to ensure viability within design and production specifications
• Engineered styling and sourced knit and woven fabrics within price target
• Travelled regularly to Jiangsu and Seoul to develop new factory and fabric supplier partners

Price Negotiation:
• Experienced in apparel costing and negotiating fabric prices to manage cost of production
• Identified cost savings by coordinating entire business volume to re-negotiate tighter costs

Financial Planning:
• Prepared office budget and forecast plans for each business
• Determined key financial metrics and milestones and tracked P&L
• Developed financial models for strategic business plans to analyse trend, performance and risk
• Led financial report meetings and facilitated key financial decision making

Global Office Management:
• Hired and managed USA design team of 4 to execute seasonal trend reports, competitor
  product analysis, CAD designs, artwork design and sampling of product innovation
• Managed Hong Kong R&D team and Bangladesh production office of 150 to execute seasonal
  buy meetings, competitive pricing, quality of products and on time production

2012 - 2013
Deloitte Consulting LLP, Pittsburgh, New York, Florida, USA
(Two-year cross-functional and cross-industry rotational program to develop core-consulting skills)
Strategy Business Analyst
• Designed process and project managed enterprise technology migration at Capital One
•Benchmarked cost structures of newly acquired businesses at Orlando Health

EDUCATION

2019 - 2020
ESSEC Business School, Paris, France
Global MBA with Major in Luxury Brand Management

2008 - 2012
Carnegie Mellon University, Tepper School of Business, Pittsburgh, Pennsylvania, USA
Bachelor of Science in Business Administration in Marketing; Minor in Francophone Studies

LANGUAGES AND TECHNOLOGY

Languages
Bengali: Native, English: Fluent, French: Advanced Intermediate

Computer skills
Advanced Proficiency in MS Office, Photoshop, Illustrator, Tableau, Power BI, Google Analytics

INTERESTS
Sustainable Fashion, Circular Economy, Textile Development, Art History, Interior Design, Travel, Cooking, Languages
GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Sarah CHEN
sarahchenlin8@gmail.com
https://www.linkedin.com/in/sarahchenlin/

CAREER OBJECTIVE
A role in Sustainability / Brand Management in the luxury industry in Europe or North America.

PROFESSIONAL EXPERIENCE

2020 L’Oréal Luxe – Europe Zone, Paris, France - ESSEC Field Project/Consulting Mission
(2,5 months)
- Developing acceleration strategies for CRM programs on fragrance brands

2017 – 2020 Grace Han, Taipei, Taiwan
(British/Taiwanese luxury leather handbags & accessories brand in London)
Marketing and Operations Manager & CEO’s Chief Assistant
- Co-developed and implemented the brand and go-to-market (GTM) strategies
- Led the development of all online and offline branding assets whilst managing in-house a team of 5 and agencies in Taiwan, Hong Kong, and London
- Oversaw management of digital channels and spearheaded e-commerce rollout
- Managed annual marketing budget and revenue forecast for 2019-2020
- Oversaw business operations in Taiwan & UK, liaising legal and accounting teams

2015 – 2017 Red Peak, Taipei, Taiwan
(Marketing and branding agency from the Hakuhodo Group)
Branding Strategist & Founding Member of the Asia branch
- Served as Chief Editor in the development of Client branding assets. Clients included: Acer Inc, Johnson Health Tech, KPMG, Trend Micro, Delta Electronics, Citibank, and Cheetah Mobile
- Conducted branding and GTM strategies for new Client sub-brands (i.e. Acer Predator, Soocii)
- Produced 100 weekly market & tech newsletters, single-handedly, for Client Chief Executive Officers and Managers worldwide
- Managed and coached 15 interns on creative and branding strategy

2012 – 2013 National Taiwan University, Taipei, Taiwan
(Taiwan’s top university)
Software Development Project Manager (Civil Engineering Department)
- Spearheaded the NTU Water Games project (gamification of water issues) from Taiwan’s Ministry of Science and Technology by managing a team of 20
- Conducted pilot studies with over 300 students and published papers in: (1) Conference for Disaster Management in Taiwan, (2) Proceedings of AAAI 2013 Stanford Spring Symposium

EDUCATION

2019 – 2020 ESSEC Business School, Paris, France
Global MBA with Major in Luxury Brand Management

July 2019 London College of Fashion, University of the Arts London
Fashion and Sustainability: Understanding Luxury Fashion in a Changing World

2006 – 2011 University of Southampton, Southampton, England
BSc Environmental Science (Environmental Management)

LANGUAGES AND TECHNOLOGY
Languages
- English, Spanish, Mandarin Chinese: native, French: basic

Computer skills
- Microsoft Office, Adobe (Acrobat, Photoshop), Google Analytics, Social Media Analytics, Power BI

INTERESTS
Sustainability, entrepreneurship, volunteering, radio/voice artist, copywriting/editing
Ekaterina DARBEKA
ekaterina.darbeka@gmail.com
www.linkedin.com/in/ekaterina-darbeka-5919022a/

CAREER OBJECTIVE
Seeking a position as Global Procurement Manager or Senior Product Manager in Watches or Fragrances & Cosmetics.

PROFESSIONAL EXPERIENCE

2020
Audemars Piguet, Le Brassus, Switzerland - Essec Field Project/Consulting Mission
(2,5 months)
• Proposing potential strategic initiatives to maintain and enhance client engagement post covid 19

2018 – 2019
Tarkett, Paris, France
Global Product Manager
• Carried out business analysis: monitored the market, planned the budget, forecasted sales plan
• Developed the product strategy for the portfolio of € 20M
• Optimized quality, costs and delays with planning and manufacturing
• Managed key accounts, negotiated strategic agreements, prospected campaigns
• Briefed communication plan and defined key social media concepts with PR team
• Managed a team of 4 people

2011 – 2018
Carrefour, Massy, France
Sourcing & Product Procurement Manager
• Built a strategy to define category positioning, marketing mix, drove growth and profitability
• Organized and presented collections to international BU and stores
• Sourced and negotiated with suppliers, ensured massification and cost optimization
• Management: led a team of 4 merchandisers in China

Merchandise Planner
• Managed WSSI and OTB: planned budget, identified opportunities and risks in season
• Tracked the Sell-in and Sell-out for each POS to provide sales reports
• Forecasted data and defined appropriate actions

2010 – 2011
Renault-Nissan, Guyancourt, France
Industrial Buyer
• Sourced and negotiated with suppliers, ensured massification and cost optimization
• Negotiated margins, quality, delivery and payment terms
• Supported the deployment of new initiatives in Eastern Europe

EDUCATION

2019 – 2020
ESSEC Business School, Paris, France
Global MBA with Major in Luxury Brand Management
Received competitive scholarship from L’Oréal
Case Studies include: Cosmetics - Sustainable packaging initiatives (Kiehl’s), Digital advertising (Glossier.), Watches – CPO retail strategy, Fashion - Improve omnichannel retail experience (24S.com)

2010 – 2011
IAE Gustave Eiffel, Paris, France
Master Degree in International Purchasing and Supply Chain

2005 – 2010
Pedagogical University, Krasnoyarsk, Russia
Master Degree in Linguistics

LANGUAGES AND TECHNOLOGY

Languages
• Russian (Native), French (Fluent), English (Fluent), Spanish (Business), German (basic)

Computer skills
• Googles analytics, Microsoft Office, SAP, Oracle, WSSI, Power Bi

INTERESTS
Rafting (national team of Russia 2004 – 2006), Running (member of a club), Snowboard, Travel
CAREER OBJECTIVE
A creative role in operational marketing or visual merchandising preferably in fragrances & cosmetics.

PROFESSIONAL EXPERIENCE

2020
L’Oreal Luxe – Europe Zone, Paris, France - ESSEC Field Project/Consulting Mission
(2,5 months)
- Developing acceleration strategies for CRM programs on fragrance brands

2017 – 2019
BAMBAIYA NAGRI, Chandigarh, India
(Fast food cafe serving popular Indian snacks)
Entrepreneur / Co-owner
- Conceptualized the design & layout of the café. Coordinated with the workforce involved in its implementation.
- Ensured the integrity of restaurant operations through excellence in customer relations.
- Trained and regularly monitored the staff to ensure the quality of food served.

2018 – 2019
Revlocity, Chandigarh, India
(Sales, Marketing & Advertising company)
Account Growth Specialist
- Worked as an Inside Sales Professional for one of the top IT company of India.
- Generated leads by reaching out to prospects of leading Luxury Retail brands such as Chanel, Kering, Coty, LVMH and Adidas in Europe region.
- Generated revenue for the company & client through B2B marketing strategies.

2014 – 2018
Cognizant Technology Solutions, Gurgaon, India
Programmer Analyst (Cognizant Analytics)
- Worked with US based Pharmaceutical client in HLS industry.
- Assisted team to provide end to end project automation solutions, ad-hoc analytics and dash boarding, enabling the Salesforce team (Client) as well as its top management to keep track of the product’s sale and performance in the market.
- Supervised & mentored two new analysts in the team.

EDUCATION

2019 - 2020
ESSEC Business School, Paris, France
Global MBA with Major in Luxury Brand Management

2009 – 2013
Institute of Technology & Management, Gwalior, India
Bachelor of Engineering - Computer Science & Engineering

LANGUAGES AND TECHNOLOGY

Languages
Hindi: Native; English: Fluent; French: Basic.

Computer skills
MS Office (Advanced Excel, Word, Powerpoint), Power BI

INTERESTS
Travelling, Creative initiatives, Designing, Altruism, Animal welfare activities, Entrepreneurship, Yoga, Theism, Philocalist, Environmentalist.
GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Ariel GENDELMAN
ariel.gendelman@gmail.com
www.linkedin.com/in/arielgendelman

CAREER OBJECTIVE
Image and communications (CRM, event planning, digital marketing) in the US, France or the UK.

PROFESSIONAL EXPERIENCE

2020  L’Oréal Luxe – Europe Zone, Paris, France - ESSEC Field Project/Consulting Mission
(2,5 months)
• Developing acceleration strategies for CRM programs on fragrance brands

(Leading luxury fitness operator)
Membership Advisor
• Enrolled leads in luxury fitness memberships while maintaining client relationships to enhance member experiences, and strategically designed and executed events to drive sales.

2016 – 2018  Saks Fifth Avenue, New York, US
(Historic luxury department store)
Brand Manager, Pomellato
• Promoted from Jewelry Operations Associate to Brand Manager in a year.
• Successfully strategized to build Pomellato business at Saks flagship through targeted marketing and communications, clienteling, brand positioning, and partnership tactics. Achieved 152% of plan for fiscal Fall 2017 and 150% of plan for fiscal Spring 2018.
• Provided feedback to senior management team and corporate partners regarding trend analysis, opportunities and merchandise assortments, as well as managed sales team.

(Small soft accessories company based out of Midtown Manhattan)
Assistant Account Executive
• Partnered with buying teams to select assortments and delivery flow based on open to buy and trend analysis.
• Analyzed weekly selling reports to identify opportunities and anticipate potential markdown needs.
• Managed interdepartmental relations pertaining to assigned accounts, including communications with accounting, operations, production, and design.

(Iconic luxury specialty store)
Brand Ambassador, Chloé Handbags and SLGs
• Managed all aspects of the Chloé handbag business at Barneys flagship, including reporting, merchandising, training, communications, and inventory control, as well as closed sales and assisted buying team with assortment selection.

EDUCATION

2019 - 2020  ESSEC Business School, Paris, France
Global MBA with Major in Luxury Brand Management

Continuing and Professional Studies Certificate, Fashion Design

2007 – 2010  Northeastern University, Boston, US
Bachelor of Science, Psychology, Cum Laude

LANGUAGES AND TECHNOLOGY
Languages  English: native
Computer skills  Fluent in Microsoft Office, POS, Blockchain, Power BI, Google Analytics. Familiar with Photoshop & Illustrator.

INTERESTS
Arts and culture, sustainable design, niche markets, retail innovation
CAREER OBJECTIVE
A position in product development or collection merchandising that utilizes my analytical skills both in retail and wholesale and deep understanding of fashion products.

PROFESSIONAL EXPERIENCE

2020  
Louis Vuitton, Paris, France - ESSEC Field Project/Consulting Mission  
(2,5 months)  
- Defining the impact of COVID 19 on sales planning at Louis Vuitton

2018 – 2019  
Bluebell Korea, Seoul, South Korea  
(Korea’s 1st largest luxury distributor in travel retail)  
Christian Dior Merchandising Specialist  
- Conducted sales analysis and reporting on a weekly and monthly basis  
- Liaised with Duty Free shops (wholesale) operators: seasonal buying assortment offer & carry-over model stock forecast proposal, sell-in operation  
- Executed the action plans to optimize the sell-through, transfers and stock management  
- Implemented regular price adjustment (vs benchmark Zone Asia)  
- Adapted product marketing strategies to increase sales in Dior Korea Duty Free market

2016 – 2017  
Chanel Korea YH, Seoul, South Korea  
Watch & Fine Jewelry Merchandising & Retail operation assistant  
- Assisted product manager in preparing sales forecast, business analysis, and strategic plan  
- Monitored the boutique sales and stock status and fulfilled their product needs by allocating the goods from warehouse, procuring the products both from local and overseas markets  
- Initiated SPIFF and year-round incentive results review and assisted to plan the programs  
- Prepare training materials, selling aid tools and practiced retail competition research

2014 – 2015  
Sungjoo D&D, Seoul, South Korea  
MCM fashion show Task Force Team / Ready-To-Wear designer  
- Coordinated the 2016 S/S Fashion show in Beijing: look book update, rehearsal, and main show organization at backstage  
- In charge of unisex bottoms design: Producing the tech pack, validating quality control  
- Supported the marketing activities for shooting and pre-collection  
- Collaboration with K-POP artist: SM town doll, EXO signature T-shirt and cap design  
- 2016 A/W & 2017 S/S AD: Producing the marketing samples and assisting the shooting

EDUCATION

2019 - 2020  
ESSEC Business School, Paris, France  
Global MBA with Major in Luxury Brand Management

2010 – 2014  
Sungshin University, Seoul, South Korea  
Bachelor of Science, major in fashion design, minor in French language

2012 – 2013  
Université du Havre & ESADHaR, Le Havre-Rouen, France  
Exchange student, one-year course in Art college

LANGUAGES AND TECHNOLOGY

Languages  
Korean : native, English : Fluent, French : Advanced

Computer skills  
Microsoft Office, Power BI, IBM TM1, Adobe Photoshop and Illustrator

INTERESTS
All sorts of art, Making clothes, Piano, Organising exhibitions, Amateur musicals club member
GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Catherine Hye KIM

Catherine Hye KIM
catherine.kim@essec.edu

CAREER OBJECTIVE
To pursue diversity and inclusivity value impact utilizing digital creative background, as a digital/communication specialist within global luxury cosmetics & fragrances, preferably in Europe or US

PROFESSIONAL EXPERIENCE
2020  Louis Vuitton, Paris, France - ESSEC Field Project/Consulting Mission
(2,5 months) • Defining the impact of Covid 19 on sales planning at Louis Vuitton
2015 – 2020  L’Oréal Korea, Seoul, Korea
Currently on training leave
2019 – 2019  Giorgio Armani Beauty
(3 months) e-retailer/CRM specialist • Accessed and managed potential online sales channel and was responsible for 40% of the total brand sales to create revenue of 13.2 million US $ a year • Took initiative role as an Asia representative in a global customer segmentation project. Extracted and analysed customer data to launch a data-based marketing strategy
2018 – 2019  Digital/e-retailer specialist
• Planned and executed global PR event #ArmaniBeautyStar with over 1,300 participants generating over 3,000 daily social media posts and resulted in an increase of monthly online buzz rank from #21 to #2 • Drove significant growth in online sales by managing inventory and negotiating with e-retailers; market share of 3.5%, 2018 Year-to-Date (15.1% growth vs. 2017 September Year-to-Date)
2016 – 2018  Biotherm
Digital specialist • Led successful marketing campaign for the Life Plankton franchise focused on turning a TV celebrity into a beauty Youtuber. (2.9% growth vs. 2017 February Month-to-Date) • Initiated the strategic launch of the Eau Vitaminee franchise by creating product concept and marketing campaign (15.2% growth vs. 2017 August Month-to-Date) • Managed social media channels (Facebook, KAKAOTALK and Youtube) and created digital assets based on the local target market and delivered 55.8% growth in social response rate
2015 - 2016  Shu Uemura
Management Trainee • Expanding influencer activity levels from an average of 30 contents to 300 per month, resulting in a 2015 buzz ranking of #2 • Presented a proposal to HQ to develop a local Instagram account. Resulted in 10K followers within 12 months. SHU UEMURA was the first global luxury cosmetics brand with a local account in the market • Supported the organization of global PR events (i.e. Maison Kitsuné X SHU UEMURA) • First L’Oréal KOREA management trainee to participate in a 2-month full-time store sales rotation

EDUCATION
2019 - 2020  ESSEC Business School, Paris, France
Global MBA with Major in Luxury Brand Management
2011 – 2015  Yonsei University, Seoul, South Korea
Bachelor in Political Science and International Studies
2012  State University of New York, Albany
(12 months) Study abroad: exchange student

LANGUAGES AND TECHNOLOGY
Languages  Korean: native, English and Japanese: fluent, French: basic
Computer skills  Excel, Word, Powerpoint, SAP, Social Media Platforms

INTERESTS
Travel, Makeup, Luxury and fashion
CAREER OBJECTIVE
To pursue a career in Marketing, Communication or Customer Experience in the Wines and Spirits industry.

PROFESSIONAL EXPERIENCE

2020 Moet Hennessy Diageo, Paris, France - ESSEC Field Project/Consulting Mission
(2,5 months)
- Proposing CRM strategies to promote brand loyalty for MHD France’ prestige champagne brands

2018 Serve the City, Madrid, Spain
(1,5 months) (Non-Profit Organization)
- Worked on projects related to finance, marketing and international relations primarily focussed on promoting Voluntourism amongst local as well as international students and professionals.

2013 – 2018 HCL Technologies Ltd, Noida, India
(4,3 years) (IT Infrastructure Service Division)
Specialist
- Worked as Oracle PeopleSoft administrator on critical and process-oriented elements such as building, configuring, debugging and supporting PeopleSoft applications for client “Adecco North America”.
- Appointed as SPOC (Single Point of Contact) of a new team called “Rhythm” that involved managing 22 Graduate Trainees and Analysts, all cross-skilling in multiple technologies and applications.
- Successfully completed the Go-Live of newly developed applications for the customer.
- Collated and presented weekly, by-weekly and monthly reports to the client.
- Worked on continuous upgrading of applications to improve customer experience.
- Successfully implemented the automation of manual day to day processes in collaboration with external teams to facilitate quick and precise turnaround to the client.

EDUCATION

2019- 2020 ESSEC Business School, Paris, France
Global MBA with Major in Luxury Brand Management
Case Studies include The Macallan: Art of luxury collaborations | Tito’s vodka: Profile elevation strategy for a contemporary spirits brand | Clos19: Analysis of e-commerce, client experience and engagement

2019 WSET Level 2 Award in Wines and Spirits

2009-2013 Amity University, Noida, India
Bachelor of Technology (Electronics and Communication Engineering)

LANGUAGES AND TECHNOLOGY

Languages Hindi: native, English: fluent, French: intermediate
Computer skills MS Office, Oracle PeopleSoft, Linux, Power BI, Google AdWords

INTERESTS
Wines and Spirits, Snorkelling, Travelling, Playing Drums
GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Chowjin LEE
chowjin.lee@essec.edu
www.linkedin.com/in/chowjin-lee

CAREER OBJECTIVE
To apply my international consulting experience and multi-disciplinary knowledge to a role in Travel Retail within the fragrances & cosmetics or Luxury fashion & accessories industry

PROFESSIONAL EXPERIENCE

 DFS, Paris, France - ESSEC Field Project/Consulting Mission (2020)
(2,5 months) • Developing a mystery shopping strategy and program enabling unforgettable customer experience to be delivered in La Samaritaine store

General Inspection - Management Consultant
• Processed data analysis of international entities (Europe, USA, Singapore) to identify growth opportunities and business insights
• Managed compliance related investigations for top management (ex: Kerviel fraud incident)
• Evaluated the economic advantages vs operational risk of offshoring the back office and proposed trade-off solutions
• Optimised business process of IT department to improve efficiency and reduce costs
• Improved procedures and controls to meet bank regulators’ stringent demands
• Led teams, collaborated with internal stakeholders of varying hierarchies and debriefed Executive Management on the conclusion of each assignment

GINLEE Studio, Singapore (current)
Business Consultant (Singaporean-Israeli womenswear brand led by Gin LEE, a Central Saint Martins graduate)
• Boosted revenue by 55% from 2017 to 2018 through diversification of sales channel and projected sales in 2019 is around 700 k EUR
• Defined performance review and KPIs to measure and encourage continuous improvement
• Reduced average Cost of Goods Sold by 10% through negotiation with suppliers
• Established governance and reorganized organization
• Implemented cloud-based software to streamline operations (DEAR inventory system, Xero)

EDUCATION

Global MBA with Major in Luxury Brand Management
2020 Harvard Global Case competition finalist
Leadership: Class Representative for Luxury Major

University of Dauphine, Paris, France (2011 – 2012)
Direct entry to final master year with Major in Financial Markets
Passed CFA Level 2

National University of Singapore, Singapore (2003 – 2007)
Bachelor of Environmental Engineering with Honors, Dean’s List

LANGUAGES AND TECHNOLOGY

Languages English & Mandarin (native), French (fluent), Japanese (conversational)
Computer skills Excel, PowerPoint, SQL, R Programming, C++, Python, Google Analytics, Power BI, Photoshop

INTERESTS
Japanese culture, yoga, self-learning on Coursera, Blockchain, Innovation and Technology across industries
CAREER OBJECTIVE
A role in Luxury Menswear Retail operations

PROFESSIONAL EXPERIENCE

2020
DFS, Paris, France - ESSEC Field Project/Consulting Mission
(2,5 months)
• Covid 19 crisis: developing strategies on how La Samaritaine store can successfully adapt to the new world of retail.

2014 – 2019
LF, Seoul, South Korea
(Former LG Fashion | A leading lifestyle brands company in South Korea)
2018 – 2019
Product Developer, Brand Manager; Dunst
• Responsible for launching a new brand, Dunst, as a head of business team
• Worked on brand positioning, budgeting, business model and strategy building, product development, website building, supply chain establishing, and retail strategy establishing
• Dealt with commercial and patent law, and public administrative processes for commerce
• Successfully established and launched the brand to global young streetwear market

2014 – 2018
Sales Planner; Conglomerate Level
• Responsible for on/offline retail strategies of the conglomerate, turnover of a billion USD a year
• Forecasted sales and supervised brand’s retail strategies
• Trained 30 new Brand Managers
• Developed and managed KPIs for Brand Managers and Store Managers
• Coordinated CRM analyzing index and tool

2014
(3 months)
Store Consultant
• Acted as a store consultant for menswear, Maestro
• Conducted a store exclusive promotion and bespoke marketing strategies for VIP clients
• Cooperated with the store VMD and created a style book for strategic items
• Supervised 4 stores and 18 Sales Associates

2006 – 2008
Military Service, South Korea
Human Resources Manager
• Coordinated administrative duties of 6,000 enlisted men in 1st logistical support command
• Trained, allocated, and placed all recruits
• Advised superiors if recruits had difficulty in adapting

EDUCATION

2019 – 2020
ESSEC Business School, Paris, France
Global MBA with Major in Luxury Brand Management

2005 – 2014
Yonsei University, Seoul, South Korea
B.A. in Economics

LANGUAGES AND TECHNOLOGY

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

Computer skills
Official instructor of MS Excel and SAP BW at LF, Power BI, Python2, Google Analytics IQ

INTERESTS
Rock music (performed in a rock band as a vocalist), Football, Ski, and Tennis
GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Jia (Lynn) LIN
jia.lin@essec.edu
LinkedIn:www.linkedin.com/in/jia-lynn-lin-87a0a340/

CAREER OBJECTIVE
Seeking a role in buying/merchandising/product development of Fashion & Accessories brands, preferably in France.

PROFESSIONAL EXPERIENCE

2020
DFS, Paris, France - ESSEC Field Project/Consulting Mission
(2,5 months)
• Covid 19 crisis: developing strategies on how La Samaritaine store can successfully adapt to the new world of retail.

2016 – 2019
Stella McCartney, Shanghai, China
(previous under Kering Group, now partnership with LVMH)
Senior Merchandising Coordinator
• Assisted in the opening of the first three DOS stores in HK (all made it to Top10 WW DOS Sales)
• Participated in buying in Paris/Milan (4 times/yr) to select the products for China/HK/TW market
• Analysed individual store performance, proposed tailor-made assortment to optimize inventory
• Contributed to the product development by offering local market feedback
• Carried out instore product training and styling advice to the sales team every season
• Managed one assistant to deliver the daily reporting and communication with stores

2014 – 2016
Tod’s Group, Shanghai, China
Merchandising Associate
• Generated detailed Sell-Through report/bestseller by category on a weekly basis
• Managed inventory replenishment needs based on weekly sales performance
• Closely communicated with marketing department to ensure sales target achievement with well-balanced stock
• Regularly checked with local logistics to ensure on-time delivery to sales floor

2013 – 2014
JWT Advertising, Shanghai, China
Copywriter
• Created brand-specific copy for various brands in both print and digital
• Ensured adherence to client’s marketing strategy/creative objective while meeting deadlines

2008 – 2011
IBM, Shanghai, China
Sales Operation Specialist
• Worked with teams on an on-going basis to review information needed for reporting objectives
• Analysed data for accuracy and trends

EDUCATION

2019 - 2020
ESSEC Business School, Paris, France
Global MBA with Major in Luxury Brand Management

2004 – 2008
Shanghai University
B.A. with Major in English Language and Literature

LANGUAGES AND TECHNOLOGY

Languages

Computer skills
MS Office (Experienced Excel User)

INTERESTS
Yoga, Hiking, Traveling, Volunteer Work, Vintage Shopping, Listening to Podcast
GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Yuhan LIU
fionayhl@icloud.com

CAREER OBJECTIVE
To pursue a career in brand management or merchandising management in Luxury fashion & accessories sector.

PROFESSIONAL EXPERIENCE

2020
Audemars Piguet, Le Brassus, Switzerland - Essec Field Project/Consulting Mission
- Proposing potential strategic initiatives to maintain and enhance client engagement post covid-19
June 2020
Louis Vuitton, Shanghai, China - Essec Retail Internship
- Actively participated in day-to-day running of the boutique and assisted local clients
- Enhanced the skills and developed the mindset to build leadership and to manage a boutique

2011 – 2017
I.T Fashion Group, Shanghai, China
(Fashion Group, headquartered in Hongkong, runs over 380 licensed and in-house brands, including Alexander McQueen, Balenciaga, Celine, Gucci, Loewe, Off-white, MSGM, A Bathing Ape, IZZUE, b+ab Etc.; Joint Venture with Galleries Lafayette- Galleries Lafayette department stores in China.)
Assistant Merchandising Manager (5 subordinates)
- Worked on merchandising strategy, organized and integrated department duties (goods delivery control, inventory management, product launches, and product trainings, etc.), coordinated with other functional departments (retail, marketing, VM, logistic, production, CRM) to achieve department and cross-departments’ common goals.
- Generated market research& analysis reports, and conducted buying practices from OTB, buying trips and order placing to stock management and clearance each season.
- Achieved: Brand- Annual revenue: US$70M+; Sell Through: 72%+; GP%: 75%+ (Company avg.: 64%)

2010 -2011
Anzheng Fashion Group, Shanghai, China
(China domestic fashion group which owns 6 brands: JZ, IMM, Anzheng, etc.)
Merchandising Supervisor (2 subordinates)

2007 – 2010
Shanghai Linctex Group, Beijing, China
(A provider of digital retail services and products, i.e. virtual apparel try-on and 3D body scanning)
Merchandising Supervisor of inhouse apparel brand (2 subordinates)

2006 – 2007
Zenith Products Corp., Beijing, China
(Maytex owned, New Castle, US- based company; specialized in home décor, fashion décor products)
Buyer- wood furniture sourcing and purchasing from China to the US market

EDUCATION

2019 - 2020
ESSEC Business School, Paris, France
Global MBA with Major in Luxury Brand Management
Case studies: CHANEL - mysterious shopping and Omni-Channel evaluation; LOEWE – Brand DNA diagnoses and Collaborations; LANVIN- Brand marketing strategy for rejuvenation; LVMH – Financial analysis and CSR audit; DELSEY Paris – Digital transformation strategy (Digital Week), etc.
Certificates: Buying& Merchandising; Fashion styling and Image Making (both from BOF Education); Google Display certification.
Trainings: MasterClasses of: Fashion design (Marc Jacobs); Creativity and Leadership (Anna Wintour);
Building a Fashion Brand (Diane von Furstenberg)

2002 – 2006
China Agricultural University, Beijing, China
Bachelor in Horticulture & Minor in Business English

LANGUAGES AND TECHNOLOGY

Languages
Mandarin (Native), English (Fluent), French (Basic), Cantonese (Basic)

Computer skills
PowerBI, ERP, SAP, Ms office;

INTERESTS
Piano; Jazz music; Fashion enthusiast; Flower arrangement; Interior Design.
GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Soyeon PARK
soyeon.park1224@gmail.com
www.linkedin.com/in/soyeon-park-

CAREER OBJECTIVE
A role in e-commerce Merchandising or Digital Marketing within the luxury fashion industry.

PROFESSIONAL EXPERIENCE

2020 DFS, Paris, France - ESSEC Field Project/Consulting Mission
(2,5 months)
• Covid 19 crisis: developing strategies on how La Samaritaine store can successfully adapt to the new world of retail.

2014 – 2019 LF, Seoul, South Korea
(Former LG Fashion; A leading lifestyle brand company in South Korea)
2014 – 2019 E-commerce Specialist in brand e-retail (LFmall.com)
• In charge of premium fashion brands DAKS and HAZYS leading a sales team of 4 members
• Generated $25M in revenue in 2018, +20% growth Year-over-Year
• Established short- and long-term sales strategy for digital retail channels (e.g. LFmall.com, Lotte.com, Shinsaegae mall, Hyundai mall, KakaoTalk platform)
• Developed e-commerce exclusive collection by analyzing consumer behavior
• Set up price for online exclusive line and built up product strategies
• Developed a demographic index with e-CRM team for categorizing e-customers
• Created social media marketing campaigns and contents
• Coordinated the project for redesigning and modifying product’s sizing system
• Cooperaed with IT team for implementing 3D Fitting module in LFmall.com
• Analyzed digital performance and created reports with quantitative data
• Conducted weekly analysis on competitors and market trends based on field research
• Managed inventory in consideration of sales flow

2016 – 2017 French Brand Specialist – BULY1803 (On the job Task force)
• Arranged the packaging in all product ranges and merchandising documents in Korean language
• Proofread of all translated documents and validation of ready for print

2014 – 2014 Sales Consultant
(4 months)
• Cooperated with sales associates for sales planning, organizing and execution
• Provided customers with styling recommendations

2013 – 2014 Wemakeprice, Seoul, South Korea
(A Korean social commerce platform offering e-commerce and internet advertising services)
E-commerce Sales and Marketing Intern in beauty sector
(3 months)
• Searched for new partners and closed deals by negotiating primarily trendy brands
• Monitored sales performance for each product
• Managed sourcing for foreign brands and developed an exclusive brand for Wemakeprice

EDUCATION

2019 – 2020 ESSEC Business School, Paris, France
Global MBA with Major in Luxury Brand Management

2009 – 2014 Hankuk University of Foreign Studies, Korea
Bachelor of Arts with Major in French Studies; Minor in Business Administration

2012 – 2013 University of Paris-Sorbonne, Paris, France
Double degree; Major in Contemporary Literature (Lettres modernes)

LANGUAGES AND TECHNOLOGY

Languages
Korean: Native, English and French: Fluent, German: Basic

Computer skills
Full proficient in MS office, JIRA, SAP, Google Analytics, Google Ads, PowerBI, Phyton

INTERESTS
Fashion market research, mystery shopping, fashion styling, luxury lifestyle, skiing, tennis, PSG (Paris Saint-Germain FC)
GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

Swarna SAHA
swarna.saha@essec.edu
https://www.linkedin.com/in/Swarna-Saha/

CAREER OBJECTIVE
To pursue a career in brand management or marketing within the luxury fashion and accessories or fragrances and cosmetics sectors.

PROFESSIONAL EXPERIENCE

2020
Audemars Piguet, Le Brassus, Switzerland - Essec Field Project/Consulting Mission
(2,5 months)
• Proposing potential strategic initiatives to maintain and enhance client engagement post covid 19

2014 – 2019
Accenture Solutions Private Limited, Bangalore, India
Product Manager/Business Analyst
• Managed major product releases, led product and process improvements for multinational clients and provided consultation to clients in the area of user centric product development
• Led an overall team of 25 system engineers, program managers, developers and testers and collaborated with other product owners and clients to define and manage product road-maps.
• Oversaw client projects and drove process definition, goal documentation, business requirements gathering, issue management, testing, vendor & stake-holder management, delivering high quality work within time & budget.

2017 – 2018
DRP Textiles, Bangladesh
Marketing Research Analyst
• Led a team of 10 to explore growth opportunities for DRP Textiles in adjacent markets of Bangladesh and India.
• Spearheaded social media marketing campaigns to drive product promotions and brand awareness, increasing new customers by 30%.
• Partnered with local celebrities and production companies to create promotional videos for digital channels and local TV channels to target millennial customer segment.

2018 – 2019
International Lodge, Kolkata, India
Business Development Manager
• Created and executed Business Development activities leading to increase in footfalls by 15%.
• Initiated process improvements in Accounts department to digitize payments and transactions, reducing operational cost by 70% and increasing international clientele by 50%.

EDUCATION

2019 - 2020
ESSEC Business School, Paris, France
Global MBA with Major in Luxury Brand Management
Case Studies include: Louis Vuitton (Brand DNA Analysis & Collaborations Strategies), Peninsula Hotels (DNA & Code Analysis), Elsa Schiaparelli (Brand Myth & Legend Analysis), Burberry, Hermès, Kering, Prada (Financial Analysis, 2017-2018), Rent the Runway (The use of Lean Startup Model), Dior (Offline to online engagement), Drunk Elephant (Digital Marketing & Strategy analysis)

2009 – 2013
Don Bosco Institute of Technology
Bachelor of Engineering- Electronics and Communication

LANGUAGES AND TECHNOLOGY

Languages
Bengali: native, English, Hindi: fluent, French: basic

Skills
The Art and Science of Buying and Merchandising (BOF education), Digital Marketing (BOF education), MS Excel, Power BI, Power-point, Project Management, Data Analysis, Forecasting, Strategic Planning, Client Engagement, Leadership, Vendor Relations, Social Media Marketing

INTERESTS
Fashion and Accessories, Cosmetics and beauty, Jewelleries and Watches, Belly Dancing, Painting, Singing, Yoga, Swimming, Reading.
GLOBAL MBA WITH MAJOR IN LUXURY BRAND MANAGEMENT

María Florencia Simes
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LinkedIn: www.linkedin.com/in/maria-florencia-simes

CAREER OBJECTIVE
Business Analyst or Business Development positions in Fragrances & Cosmetics or Fashion & Accessories Industries in France or Europe.

PROFESSIONAL EXPERIENCE

2020
L’Oréal Luxe – Europe Zone, Paris, France - ESSEC Field Project/Consulting Mission
(2,5 months)
• Developing acceleration strategies for CRM programs on fragrance brands

2017 – 2019
Banco Patagonia (Banco do Brasil Group), Buenos Aires, Argentina
Analyst - Asset Liability Management - Trading Desk
• Developed funding and gapping strategies through perspective views of interest rates, exchange rate and liquidity constraints. Reduced financing costs by 5%, optimizing interest rates through the analysis of deposits’ elasticity.
• Performed bank’s budget analysis and main variations.
• Studied consumer behaviour via data collection and analysis of clients’ historical transactions to generate automated reports through Excel Macros.
• Prepared weekly report presented in ALCO (Asset and Liability Committee) to Directors, including macro analysis, KPIs and market highlights to manage liquidity constraints, maximize margins and decide strategies.
• Elaborated financial reports to monitor bank’s evolution in comparison with financial system and top competitors. Presentation reported to CFO.
• Executed model for stressing the bank’s balance sheet under multiple scenarios.

2013 – 2017
Citibank NA, Buenos Aires, Argentina
Sr. Credit Risk Analyst - Financial Institutions
• Performed credit, valuation and market analysis for top financial institutions in LATAM and Pension Fund Industry. Total portfolio facilities +2.7B US$ for 40+ companies.
• Negotiated loan terms and discussed client financial performance and relationship strategy with senior bankers, Country Risk Managers, client Senior Managers.
• Awarded by Top Management “Galaxy of Thanks” – Citi’s internal employee recognition.
• Reported to Brazil’s Citibank Team. Led training for junior analysts and interns.

2015 – 2016
Jr. Credit Risk Analyst and Team Manager – Corporate & Investment Banking
• Managed supported-facilities portfolio of 6 countries: Peru, Ecuador, Panama, Bahamas, Costa Rica and Chile - led and trained team of 10 interns.
• Developed and standardized supported-facilities approval process guideline and automated Excel Macro sheets, generating independence within teams and creating process efficiencies.
• Participated in recruitment of intern candidates, took on a leadership role to help new hires.

2013 - 2015
Credit Risk Intern – Corporate & Investment Banking

EDUCATION

2019 - 2020
ESSEC Business School, Paris, France
Global MBA with Major in Luxury Brand Management

2010 – 2015
Universidad Católica Argentina, Buenos Aires, Argentina
Bachelor’s Degree in Business Administration with High Honors

2014 – 2014
Sciences Po, Paris, France
Selected to participate in exchange program

LANGUAGES AND TECHNOLOGY

Languages
Spanish: native, English: fluent, French: conversational

Computer skills
Advanced Excel, Power BI, IBM SPSS Modeler, Microsoft Office

INTERESTS
Dancing (Fusion Style, Ballet, Hip Hop – Institute Act and Art), music and reading
CAREER OBJECTIVE
A career in operational marketing or product development in luxury fragrances & cosmetics or jewellery & watches.

PROFESSIONAL EXPERIENCE

2014 – 2015
Junior Business Consultant
- Led a market research on the French B2B telecommunications market
- Researched on opportunities and drafted a business plan for Public Initiative Networks

2013
Strategic Intelligence Intern
- In charge of market intelligence and social listening campaigns for Crédit Agricole affiliates: CA

2016 – 2017
Business Consultant
- Designed and implemented new digital services for French electricity market players
- Managed a new team of 2 roaming tariff auditors, and successfully reduced the time required to carry out the audit by 50%
- Participated in M&A due diligence for an energy services company in the US market

2014 – 2019
Senior Consultant
- Responsible for market research and design thinking workshops for new digital services development
- Ensured coordination with web design agencies
- Designed business plan and drafted project proposal for a €10m data integration project within energy sector
- In charge of project management (deadlines, budget, KPI)
- Managed public relations and communication for launching services

2020
DFS, Paris, France - ESSEC Field Project/Consulting Mission
(2,5 months)
- Developing a mystery shopping strategy and program enabling unforgettable customer experience to be delivered in La Samaritaine store

2018 – 2019
CGI Business Consulting, Paris, France
(Company specialized in management consulting)

2016 – 2017
Business Consultant
- Designed and implemented new digital services for French electricity market players
- Managed a new team of 2 roaming tariff auditors, and successfully reduced the time required to carry out the audit by 50%
- Participated in M&A due diligence for an energy services company in the US market

EDUCATION

2019 - 2020
ESSEC Business School, Paris, France
Global MBA with Major in Luxury Brand Management
Case studies include: The art of luxury collaborations at Saint Laurent, Lanvin marketing strategy

2012 – 2013
Institut de Relations Internationales et Stratégiques (IRIS) and Grenoble École de Management
Master in geo-economics and strategic intelligence (Valedictorian)

2004 – 2009
Lomonosov Moscow State University, Russia
Master of Arts in History (Magna cum laude)

LANGUAGES AND TECHNOLOGY

Languages
Russian/French: bilingual, English: fluent

Computer skills
Advanced Excel, PowerPoint and Word, Power BI

INTERESTS
Archaeology, modern and contemporary art, skiing, climbing.
Jennifer THOMAS

jennifer.thomas@essec.edu

www.linkedin.com/in/jennifert1208

CAREER OBJECTIVE
To pursue a career as a brand manager or product manager in the fashion and accessories industry

PROFESSIONAL EXPERIENCE

2020
Audemars Piguet, Le Brassus, Switzerland - *Essec Field Project/Consulting Mission*
(2,5 months)
- Proposing potential strategic initiatives to maintain and enhance client engagement post covid 19

2017 – 2018
HDFC Life Insurance Co. Ltd, Mumbai, India
(One of India’s leading private insurance companies)
Product Manager
- Increased business from 38 M Euros in FY 2016-17 to 126 M Euros in FY 2017-18
- Worked on marketing and communication initiatives to improve product visibility among the distribution channels
- Analysed data to identify gaps and implemented strategies to improve overall business
- Worked on several independent product concepts and product launches
- Worked on marketing collaterals with agency to increase sales across product categories

2017 – 2018
Bharti AXA Life Insurance Co. Ltd, Mumbai, India
Product Manager
- Conceptualised, executed, analysed and monitored insurance plans independently
- Analysed and evaluated market trends to identify new opportunities for product portfolio
- Aligned business and company objectives through focussed consumer and market research
- Developed competitive pricing for products based on market intelligence data
- Managed end to end product lifecycle including product conceptualization and final launch
- Managed projects for all product launch related activities
- Developed training content and conducted training sessions for up to 100 staff pan India
- Designed the positioning and communication strategy, marketing briefs and content
- Monitored and evaluated product performance post-launch
- Initiated, planned and oversaw implementation of sales augmentation
- Managed and oversaw Digital projects for the organization

EDUCATION

2019 - 2020
*ESSEC Business School, Paris, France*
Global MBA with Major in Luxury Brand Management
Global Brand Ambassador for Luxury Major 2019-2020
Case Studies include: Study of collaborations of FENDI, Brand Analysis of LANVIN

2008 – 2010
*Symbiosis Institute of Management Studies, Pune, India*
MBA with Major in Marketing
Dissertation: Analysis of Human Characteristics in a Brand

2003 – 2007
*Savitribai Phule Pune University*
Bachelor in Engineering (Mechanical)

LANGUAGES AND TECHNOLOGY

Languages
Malayalam: Native, English, Hindi: Fluent

Computer skills
MS Office, Power BI

INTERESTS

Traveling, Dancing, Cooking, Reading, DIY Activities, Amateur Painter
CAREER OBJECTIVE
To pursue a career in Merchandise Planning or Financial Controlling in luxury fashion or fragrances and cosmetics.

PROFESSIONAL EXPERIENCE

2020
Louis Vuitton, Paris, France - ESSEC Field Project/Consulting Mission
(2,5 months)
- Defining the impact of COVID-19 on sales planning at Louis Vuitton

2018 – 2019
Balmain Asia Limited, Hong Kong
Regional Finance Manager
- Managed a team of 3, in charge of monthly closing matters, financial cycles and analyses, budgets and forecasts, internal control, system implementation projects and annual audit.

2015 – 2018
Hilti Asia Limited, Hong Kong
(A Liechtenstein multinational company that develops, manufactures, and markets products and services for construction professional and DIY end-users)
Finance Controller
- Managed a team of 2, worked closely with 14 countries in Asia Pacific and HQ, engaging multiple stakeholders on cross-functional topics, business planning, performance management, system implementation etc.
- Coordinated and collaborated with Sales, Marketing, Logistics and other operational teams, to orchestrate the planning cycles and process improvements.
- Designed and developed reports, analyses and evaluation to support business decision-making.

2014 – 2015
Yanfeng Aquatic Product and Foodstuff Co., Ltd, China
(A local food manufacturer specialised in exports)
Assistant Manager
- Managed a team of 3, conducted extensive performance and variance analysis on costs and expenditure, inventory, profitability and operating processes.
- Responsible for sales forecasts, operational improvements and efficiency, cost control, inventory and profitability.

2008 – 2013
Deloitte Touche Tomatsu, Hong Kong and Beijing
Associate
- Participated in statutory audit, IPO and Acquisition projects.
- Four months secondment to Deloitte Beijing to lead a team on IPO preparation for a battery technology company.

EDUCATION

2019 - 2020
ESSEC Business School, Paris, France
Global MBA in Luxury Brand Management

2005 – 2008
University College London, London, United Kingdom
B.Sc. Economics

LANGUAGES AND TECHNOLOGY
Languages
Mandarin native, Cantonese professional, English native, French basic

Computer skills
Advanced Excel, PowerPoint, Word, Power BI, SAP and Targetik user

INTERESTS
Argentine tango, marathon, arts, architectures and culinary arts.