



# Mathieu Guillemet

Directeur Commercial | Directeur de Filiale | Directeur Retail | Mode & Accessoires | Management

Paris, France

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

French (Native)

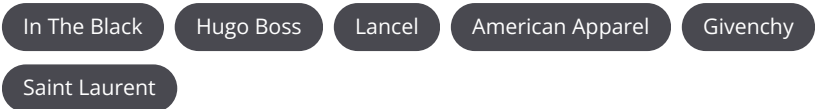
Spanish (Basic)

## About

Currently co-founder and President of In The Black, I am stepping down from my current role and seeking a new challenge in a company with ambitious projects and strong values where I can leverage my skills to benefit the teams and the organization.

With over 16 years of experience in the fashion retail industry, I am a passionate and driven leader who enjoys building and leading high-performing teams. Throughout my career, my teams and I consistently achieved our targets, improved efficiency, enhanced customer experience, increased staff engagement, and facilitated growth.

### BRANDS WORKED WITH



## Experience



### ● **Président**

In The Black | Aug 2022 - Feb 2024

- Creation of the company and development of the strategy
- Drive and recruit a team of external consultants
- Maximize profitability through new contracts for all the consultants
- Ensure missions transition management, commercial, marketing and digital strategy
- Creation and implementation of all digital tools for the communication



### ● **Retail Director France & Benelux (CODIR)**

Hugo Boss | Jan 2020 - Mar 2023

Drive and maximize sales and profitability of 250 POS (boutiques, franchises, shops and outlets), Best sales year recorded in 2022 for France, Best Conversion Rate Europe. Strong improvement of EBIT through net sale increase and payroll management.

- Manage and develop a team of 11 people. Established a full new organizational structure
- Recruit, supervise and appraise staff. Executed migration to new digital tool
- Ensure all training and development strategy for Retail. Created new video tools to cope with the Covid period
- Develop and implement retail processes to improve efficiency and customer experience. Conducted a Retail seminars
- Support visual merchandising. Trained managers to understand and improve efficiency through VM zoning
- Maximize sales through effective merchandising. Strong improvement of Sell-Trough to 80%
- Ensure CRM Strategies. Increased stores capture rate from 40% to 70%
- Identify new business opportunities within regions : Openings/renovations/closings
- Projects to be approved and presented to the board



### ● **Retail Director France**

Hugo Boss | Aug 2018 - Jan 2020



### ● **Retail Director Europe & Asia**

Lancel | Nov 2017 - Aug 2018

Drive and maximize sales of 70 POS (boutiques, shops and outlets) across France, Italy, Benelux and China. Strong improvement of KPIs especially UPT/NSPT

- Manage and develop a team of 9 people. Fostered a culture of performance
- Implement retail processes. Established a fast customer insights process instead of mystery shopping
- Recruit, supervise and appraise staff. Implemented a new strategy for modernization of the brand across employees
- Support visual merchandising and communication to generate traffic in store
- Ensure CRM Strategies and development of Chinese customers data base through guides and WeChat
- Identify new business opportunities in collaboration with Richemont real estate director within the regions : Openings, renovations (new concept), closings



● **Area Manager South of France, Italy and Outlet**

Lancel | Aug 2015 - Oct 2017



● **Managing Director France, Spain & Italy**

American Apparel | Oct 2013 - Jul 2015

Guarantee the sustainability and success of the organization in different countries. Maximize profitability and sales growth within 15 stores (boutiques and shops).

- Direct report of the CEO/founder based in Los Angeles. Established a new organization in the head quarter
- Identify new business opportunities within the regions: 3 Openings, 12 renovations (new concept for each store)
- Manage HR team and payroll service. New commission system for employees based on KPIs and digitalization of all process
- Develop and implement retail processes to improve efficiency and customer experience (mystery shopping, RFID, schedule tools)
- Develop visual merchandising. Set up a new process through SketchUp (guideline specific for each POS)
- Maximize sales through merchandising within RFID. Daily transfers across regions, weekly analysis regarding product rotations
- Implement marketing digital strategy across different countries. One of the strongest Instagram accounts at the time promoting store employees to push the brand for all campaigns
- Ensure CRM Strategy. Implementation of digital receipt
- Manage shop construction and maintenance for current, new opening and closing. Tender management for important projects



● **District Manager France**

American Apparel | Jan 2013 - Sep 2013



● **Store Manager**

American Apparel | Sep 2011 - Jan 2013



● **Sales Associate**

Givenchy | Nov 2010 - Apr 2011



● **Supervisor**

Saint Laurent | Sep 2008 - Sep 2010



● **Sales Associate**

Saint Laurent | Jan 2008 - Dec 2008

## Education & Training

2008 - 2010

● **ESC Bretagne Brest**

M2,

2007 - 2008 ● University of Wales, Cardiff

Bachelor of Arts (B.A.),