



Nicolas Perignon

Head of International Marketing & eCommerce chez Superdry

Paris, France

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Languages

English (Fluent)

Spanish (Work Proficiency)

French (Native)

About

I am a passionate and results-driven Global Marketing & eCommerce Strategist with nearly 20 years' expertise and success in driving brand mkt & communication, ecommerce, performance mkt and go-to-market plans within global companies. I have in-depth experience in brand engagement through social / digital channels and implementing disruptive innovation. I am recognized for my ability to optimize performance and develop business growth through targeted and aligned investments.

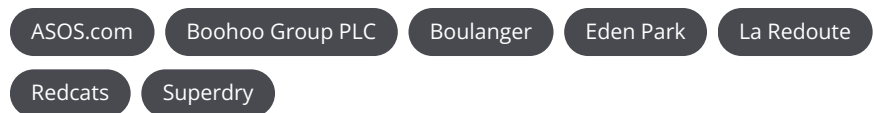
Today I manage the international marketing & eCommerce plans of the fashion brand Superdry, identifying key business local opportunities, always thinking customer first.

AREAS OF EXPERTISE

- Mkt & communication strategy
- Sales promotion & trade marketing
- Influence Mkt, PR & Social Media
- Omnichannel Mkt campaigns, media planning & buying
- Brand platform & content definition
- Institutional communication
- Multicultural teams management
- Strong organizational & multitasking abilities

- E-commerce plans
- Digital commercial development
- Performance marketing
- Data analysis
- Innovative concept launch
- Supply organizations
- Social & mobile marketing

BRANDS WORKED WITH



Experience



● Head of International Marketing & Ecommerce

Superdry | Oct 2021 - Now

My mission is to deliver the marketing & commercial plans for Superdry eCommerce international growth and expansion.

I built an international team of professionals in key areas of marketing & eCommerce in some of the major targets. My objectives are to grow and develop the Superdry eCommerce business, boost the brand awareness and social media presence, with in particular a repositioning brand vision targeting a younger female audience.

For each territory, I'm also looking after an optimal localisation of the customer proposition covering delivery, returns, payment options, site visual merchandising...

Alongside the Head of Wholesale and Head of Retail I aligne plans which grow the Brand's appeal through all sales channels via an omni-channel approach.

Voir moins



● Country Manager France boohoo & Nasty Gal

Boohoo Group PLC | Jan 2018 - Oct 2021

I built the brand structure in France & recruited a team of 6 experts in Paris within an international team based in UK.

I defined the local value proposition to develop a local strategy identifying key initiatives in order to achieve our business and growth KPIs (FR group revenue X4 in 3 years from 2018).

I provided strategic direction to aggregate and prioritize local customer and commercial needs in order to maximize CLV and GMV growth. I was responsible for the France P&L, including short & long term sales forecasting as well as local cost lines.

- I managed all activities in France with a particular emphasis on Promo plan, Pricing, PR, Media, Influence Mkt, Social and Performance Mkt.

- I built the local strategy and marketing plans for the brands (products/collections lines, communication platforms, marketing activities ...).

- I selected, briefed and monitored our agencies and 3rd parties in the fields of media, PR & Events.

[Voir moins](#)



● Communication Director

Boulanger | Nov 2014 - Dec 2017

Boulanger is France's leading leisure, multimedia and electronics multi-specialist.

In line with Boulanger brand promise, in collaboration with the products & the store development departments, I defined the brand marketing and communication plans. I managed 30 great experts in our customer oriented organization:

- Sales & Trade marketing action plan definition and implementation in Boulanger 135 stores.
- Multichannel communication & media plan to increase the brand TOM awareness and build its preference.
- Partnerships & sponsoring management with international brands (Apple, HP, SEB ...), top blogs, football and rugby teams in France...
- Web marketing: inbound & brand content marketing strategy implementation
- CRM: innovative email programs management creating the best customer experience
- Loyalty program : develop repeat business and boost customer satisfaction
- Social media & PR management

[Voir moins](#)

● Marketing & Communication Manager – ASOS France

ASOS.com | May 2013 - Nov 2014

Together with the Country Manager and alongside the International Marketing team, my responsibilities were to recommend, with the most innovative initiatives, how to take ASOS's strategy, as #1 Fashion destination for 20something, to France and make it locally relevant. Those Responsibilities include:

- Creation and implementation of the Media, Marketing & Communication plans for ASOS.fr in line with ASOS revenue & engagement objectives. Coordination of the France ecommerce site activation plan.

- Management of the ASOS France trading calendar covering all ASOS customer touch points.
- Amplification of the Email & SMS plans, Management of ASOS France Social Media activities.
- Editorial & social media committee management to prioritize contents for each communication tool.
- Launch of ASOS Premier in France, the ASOS Loyalty program.

Voir moins



● Social Media and M-commerce Marketing Manager

La Redoute | Jan 2012 - May 2013

Direct report to Executive Committee Member (SVP Ecommerce).
I was in charge of the La Redoute R&D challenges for the different customer experience that the company had to deliver.
Two environments: social & mobile marketing.

- The Social Media marketing strategy I implemented was about business development & social engagement, brand content for community expansion & e-reputation. The challenges were to find the better tracks to deliver business result and still test & learn on new networks. SMO & SRM were crucial in our social commerce strategy.
- 2012 has been a key year for Mobile Commerce at La Redoute in term of devices knowledge, marketing initiatives and business development. End 2012 La Redoute accounts more than 1 million download of its apps.

In addition ...

- I was in charge of the customer webzine of La Redoute: Le Mag, followed by 120 000 people each month on laredoute.fr.
- I launched new powerful media projects as the virtual augmented reality shops project "Street Shopping", the La Redoute fashion bloggers relations program ...
- Spokesman of the company on Social Media Marketing and Mobile Commerce, I also commit myself in internal marketing trainings for high level managers.

Facebook : La Redoute communities was around 2 million Fans (end 2012)

Twitter: more than 280 000 followers

Pinterest: La Redoute was the first e-commerce site on Pinterest

YouTube: more than 650 000 views on La Redoute brand channel & Google+

Voir moins

● CSR & External Communication Manager

Redcats | Apr 2007 - Dec 2011

Spokesman of Redcats, in charge of external communication of the group and its 17 brands, number 3 worldwide in the home-shopping sector for apparel and home furnishings, a PPR Company, I was managing the public & press relations and its crisis communication control.

I achieve HR & Social communication management (reduction / cessation of activities ...) for the group and its brands.

I launch an international structure around Corporate Social Responsibility (CSR) for the Group and its brands and was the vice-president of the SolidarCité Redcats association in charge of the group solidarity actions in France.

Voir moins



● E-Commerce & Communication Manager

Eden Park | Jan 2004 - Mar 2007

Since June 2006 : responsible for the corporate website redesign and the launch of the first e-commerce brand website, I structured the internal & external teams dedicated to the project.

I manage the P&L and define the commercial investments to reach the ROP target (Traffic investments on and off-line, emailing acquisition, CRM, customer services, e-merchandising, IT). Project management: customer online experience optimization (benchmark, design, developments). Launch of the project in Great Britain.

From January 2004 to June 2006, I was in charge of the marketing plan definition, of the communication and events management and of the public & press relations for the brand in France and in Great Britain. I managed the brand media plan and launched new advertising and sponsorship initiatives. I developed direct marketing and new communication approach related to rugby, golf and sailing.

Eden Park is a ready-to-wear and home furnishing company.

Voir moins

Education & Training

2002 - 2003 ● **Université Paris - Val-de-Marne (Paris XII)**

Master's degree, International Business

2001 - 2002 ● **London South Bank University**

Master, International Business

1998 - 2002 ● **ESCE International Business School**

Master, Marketing & Communication