



Boris Carreau

Brand building expert with 15+ years of experience: marketing, digital, merchandising, sales operations and media

📍 Dubai - United Arab Emirates

[View profile on Dweet](#)

Languages

German (Basic)

French (Native)

English (Fluent)

About

Brand enhancement expert with 15+ international experience in marketing, product, merchandising and buying for top fashion, lifestyle and FMCG brands

BRANDS WORKED WITH

Adidas

Dyson

PVH

Ralph Lauren

Experience



● Head of marketing

Dyson | Jan 2022 - Now

- Develop and execute marketing, media, digital, product and brand strategies to deliver growth across Beauty, Floor care, Environmental care and B2B segments
- Owner of brand PnL, driving efficiency, implanting brand KPIs to measure impact
- Drive market insight to enable tailored messaging in local campaigns



● merchandising & sales operations director

Ralph Lauren | Aug 2019 - Jan 2022

- Lead cross brand international special projects from brief to GTM strategy, with a focus on digital partners collaborations for EMEA and APAC (Kith, Zalando, Browns Fashion, ASOS, etc.)
- Drive pure players buying enhancement strategy: consumer knowledge, seasonal planning, GTM
- Manage Sport merchandising for EMEA and APAC (Polo Golf, RLX, Wimbledon, Australian Open)
 - +30M€ incremental sales generated each year via special projects
 - Development of Wimbledon x RL, Australian Open x RL uniforms and retail capsule generating PR and sales



● EMEA Brand marketing director

Ralph Lauren | Aug 2017 - Aug 2019

- Lead brand strategy: strategy, planning and operations of campaigns on and off-line, ensuring 360 consistencies: wholesale & retail marketing, digital, media, PR, CRM
- Leverage and integrate consumers insights to create local content which will resonate to the audience
- Drive consumer and market knowledge to influence brand strategies
- Develop and deliver the sport marketing strategy (Wimbledon, Golf, etc.), renegotiation of the Wimbledon contract
 - Launch of min. 10 campaigns per year
 - Development of local campaign with global reach: E.g. Wimbledon (content creation with APAC celebrities, take over of Regent Street for activation, introduction of eGaming activation)



● EMEA Brand marketing manager

Ralph Lauren | Oct 2015 - Aug 2017

- Develop, adapt and implement the global brand strategy for local markets amplification
- Manage campaigns co-creation process cross departments (PR, Media, Merchandising)
- Collaborate with internal and external agencies for brand content creation and amplification
- Amplify brand sponsorships (Wimbledon, Golf, The Open) for strong visibility on and off-site through impactful marketing mix and influencers partnerships, contractual negotiations
 - Launch of 1st ever micro-influencer pan-EMEA campaign
 - Development of fully integrated campaigns around RL icons



● Marketing and Communication Manager

PVH | Sep 2014 - Sep 2015

- Implement the marketing & communications strategy for emerging markets
- Manage the implementation of the seasonal brand plans with local partners:
digital & social media programs, PR activation, influencers management, retail promotions, CRM, events
- Drive Middle East Ramadan specific product launch
Launch of Calvin Klein in new markets (E.g. Saudi Arabia) through 360° campaigns
1st ever digital media campaign with Carat driving brand awareness and acquisition across the region



● brand manager

Adidas | Oct 2013 - Sep 2014

- Elaborate, adapt and align Global / Regional brand strategies in Maghreb, Levant and Egypt for all divisions
- Translate all initiatives into cost efficient media plans covering all appropriate communication channels
- Ensure broad PR representation in media most relevant to adidas core target groups supporting key brand messages (Sport and lifestyle)
- Create and implement retail activations in MEA for key sports events
Award-winning FIFA World Cup Brazil activation leading to Samba football boots to be sold out within the region



● category manager Style

Adidas | Oct 2011 - Oct 2013

- Develop and implement product range strategy (net sales, margin, SKU target)
- Create and manage the strategic business plan for reaching 2015 global objectives through:
 - Product strategy: offer, positioning, pricing, sales and margin target, collaborations
 - Distribution: Identify and approach new fashion doors
- Work closely with in-house designers to produce locally relevant products
- Elaborate collaboration/influencers and action sport strategies in partnership with PR
- Analyse and optimize sales and profitability per season & category
Launch of the Stan Smith in EMEA shoe sold out within few weeks
1st ever local social media campaign via adidas Originals



● brand manager

Ralph Lauren | Sep 2010 - Sep 2011

- Manage buying, merchandising & business development for UAE, Kuwait and Lebanon
- Oversee Marketing and VM activities
- Negotiate OTB with the supplier, based online and season splits
- Manage budget and P&L for existing stores and new opening / closing



● marketing manager

Ralph Lauren | Apr 2006 - Sep 2010

- Define product and go-to-market strategies, and execute the wholesale marketing plans
- Manage seasonal initiatives: tailor-made trade marketing activities adapted to regions specificities (POS, windows, events, mailers, etc.)
- Lead planning and on-site organization of seasonal collection launches