



# Tristan Boyer de Bouillane

Omni Channels Sales strategist specialized on EMEA, APAC & US for Luxury goods and brands

📍 1196 Gland, Switzerland

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## Languages

English (Fluent)

French (Native)

## About

Omni channels distribution strategist specialized on EMEA, APAC & US

Pragmatic, solution-oriented and growth-focused and flexible professional with comprehensive experience in international account management.

Working almost 10 years between Singapore (Breitling), Hong Kong (Airocean) and Dubai (Philippe Charriol).

Proven success leading all aspects of business.

Adept at establishing, maintaining, and improving brands' value within highly competitive international markets.

### BRANDS WORKED WITH

Airocean Freight Express Ltd

Breitling Sa

Bulgari

Festina Group - Perrelet & Leroy

Philippe Charriolmiddle

## Experience

### ● General Manager

Festina Group - Perrelet & Leroy | Dec 2014 - Aug 2019

Delivered leadership and direction for improving operational efficiency, sales, and product awareness in a highly challenging market environment. Selected Contributions:

- Improved market share and product sales through the overall of the distribution network
- Identified areas of improvement and implementing corrective action, including communication and sales strategies to put back the brand on the map
- Improved P/L and margins to 50% by reducing costs
- Completed the overhaul of the after sales service and reduced return ratio under guarantee to 3%
- Reorganized the product mix by focusing on the essential and historic product lines to gain consistency

### ● Middle East & Asia Pacific Sales Director

Breitling Sa | Oct 2010 - Nov 2014

Leveraged strong analytical and comprehensive experience for maximising sales channel productivity and overall business performance across Middle East, Asia, and Oceania. Selected Contributions:

- Launched and spearheaded 6 boutiques in the region, boosting revenues and profitability.
- Completed all the procedure for creating a fully operational Indian subsidiary.
- Kept abreast with trends in international markets develop customer-centric global sales strategy for 15 countries through independent distributors, retailers, and boutiques.
- Generated and secured new business opportunities by leading trade-marketing efforts, including events, media plans, exhibitions.
- Optimised distributors and retailers staff performance by executing sales training programs.

### ● Sales Managing Director

Bulgari | Jan 2000 - Feb 2010

Led local P/L of the four regional offices within the group commercial companies. Developed international price structure, discounts, credit limits, payment conditions, terms of deliveries, and incentive program. Selected Contributions:

- Reduced inventory cost and ensured balance between supply and demand by defining sales strategies and forecast while managing stock



level and orders.

- Maximised customer satisfaction levels by refining operations of sales administration, after sales services departments, and product allocation.
- Successfully launched 4 branded boutiques and managed thru the local group commercial companies.
- Supervised organisation of the SIHH, the Basel Fair and other sales convention and exhibitions, including JCK, Belles Montres, Tempus, and Bahrain Show.
- Improved performance tracking processes of sales and trade marketing for the group headquarters in Rome by introducing quarterly reporting system.

● **Sales Export Manager**

Philippe Charriolmiddle | Jan 1993 - Dec 1999

General Manager

Philippe Charriol Middle East (UAE 1994 to 1996)

● **General Manager**

Airocean Freight Express Ltd | Apr 1989 - Dec 1992