

Mario Burguillos Garcia

Managing Director / Retail Director

(Open to relocation)

📍 Paris, France

[Portfolio file](#)

[View profile on Dweet](#)

Languages

Italian (Fluent)

French (Native)

Spanish (Native)

English (Fluent)

About

MANAGING DIRECTOR / RETAIL DIRECTOR Strategic and performance-focused Leader, specialized in the constant optimization of economic results, generating profitability and growth, with a 360 approach on all business streams. With more than 25 years of experience in retail and brand management, an extensive knowledge of the fashion/luxury industry, and having spent the last decade pivoting complex business environments through the ongoing challenges of the retail landscape (CRM, AI, Digital, Omnichannel), I have acquired the necessary level to develop, lead, manage and represent an international brand in a global area, ensuring that local specificities are considered across all global initiatives. Proven capacity for KPI's analysis and implementation of strategic plans, my key focuses are operational efficiency, developing strong professional teams, and guaranteeing excellence in the customer experience through adapted implementation of best practices to enhance brand perception. Open to relocation.

BRANDS WORKED WITH

Ermenegildo Zegna N.V.

INTERNATIONAL FASHION

MILANO (CORTEFIEL GROUP)

Pal Zileri

Saint Laurent

Versace

Experience

● LUXURY CONSULTANT

INTERNATIONAL FASHION | Jul 2020 - Now

- Supporting brands defining strategic action plans/pillars for business expansion and elevation of the brand
- Business analysis to optimize commercial and financial results, P&L.
- Retail consulting, customer experience, Retail Excellence, CRM and KPI's
- Providing stakeholders and partners (general contractors, IT, Real Estate, HR recruiting, Operations)



● Retail Director France & Monaco

Saint Laurent | Mar 2018 - Dec 2019

- 19 DOS (3 Flagships, 3 Stores, 13 corners in Department Stores), 280 employees
- In charge of the best performer market of EMEA region (42% of total region) and best performer stores Worldwide
- KPI's mindset focus
- Strong interaction and partnership with WW Retail Excellence Department for the launch of new Retail projects Worldwide, particularly for the implementation of digital tools for train the teams and measure the satisfaction of customers experience
- Opening of a new concept store in Paris (Saint Laurent Rive Droite)
- Increasing operational store efficiency, streamlining stores organizational charts and defining new in-store Best Practices

VERSACE



● Retail Director Southern Europe

Versace | May 2017 - Feb 2018

- 36 DOS (Flagships Stores, Airport Shop in Shop, Corners in Department Stores, Outlets), 270 employees in Italy, Spain, Portugal and Greece, 3 Retail Area Managers
- Reporting to CEO EMEA
- Collaborating closely with the CEO EMEA for all Europe market
- Global Management of the Southern Europe Retail Stores (67% of EMEA market)
- Working closely with all functional departments supporting business for all lines (Versace 1 st Line, Versus Versace, Home Collection, Versace Collection)
- Setting retail budgets and P&L Management

- Defining in-store Best Practices and new Retail Procedures implementation
- Master orders of products, optimization of the merchandise display and defining CRM activities
- Liaising with PR and Marketing teams for local events
- Farfetch implementation and management
- Defining new Business Analysis Reports
- Collaboration for Retail Excellence projects



● **Managing Director**

Versace | Jan 2015 - Apr 2017

- Global Management of the subsidiaries of Spain (+ 120 employees) and Portugal (+ 30 employees)
- Reporting to CEO EMEA
- Constant EBITDA growth of the Iberian market
- Elaborating, developing and implementing strategic plans for both Retail & Wholesale Channels
- Defining financial goals and the company's global business in the Iberian market
- Ensuring the performance of operational functions
- Guaranteeing consistency of the geographic distribution in the Iberian market
- Creating the organizational structure of HQ Spain and Portugal
- Representing the company ensuring excellence of standards and applying global procedures and guidelines in the Iberian market



● **Retail Area Manager**

Versace | Jan 2011 - Jan 2015

- Supervising 26 Retail points of sales (Boutiques, Airport Shop in Shop, Corners Corte Inglés and Outlets)
- Developing and expanding retail business in the Iberian Market
- Constant business growth
- Transforming and defining the distribution of the Retail channel
- Opening of 1st Line and Versus Stores (total of 4 stores in 2 years, 3 1st Line and 1 Versus)
- Developing Retail business in Department Stores (with Corte Inglés, the principal partner of the market)
- Negotiating and opening 14 corners (Versace Collection Donna, Young Versace, Gianni Versace Accessories 1st Line and Versus Donna) in 4 years
- Guaranteeing the achievement of the targets planned for the stores of the area
- Coordinating the activity with all HQ departments of the company involved (Buying, HR, Operations, Store Planners, IT, Stock controlling, etc...)
- Ensuring proper handling of stores in respect of all the Retail business procedures both operational and managerial.



● **Wholesale Agent Spain**

Pal Zileri | Jan 2010 - Oct 2010



● **Corners Supervisor**

Versace | Mar 2008 - Jan 2011

- Supervising 13 corners Versace Collection Uomo in Corte Inglés (Spain & Portugal) and Galeries Lafayette (France)
- Coordinating the work and giving support to the Corners Managers in the management of the corners and in solving problems (internal resources, customer relationship, etc.)
- Recruitment, buying, visual merchandising coordination



● **Store Manager**

Ermenegildo Zegna N.V. | Jul 1998 - Feb 2008

- Development of a Men's luxury fashion corner within the Galeries Lafayette mall in Paris. First as Wholesale and later as own Retail store. Being the first corner of the brand in the French market.
- 80 sqm
- 5 people

- All lines represented included Made to Measure
- Collaboration with all departments of the mall (Marketing, VIP, Chinese and Russian guides) for business growth
- CRM, Buying, recruitment, visual merchandising, inventories, stock management, KPI's, reports

OTHER EXPERIENCES:

- **Stock keeper / Sales Assistant**

MILANO (CORTEFIEL GROUP) | Jan 1993 - Jan 1998

Education & Training

1996

- **Université Panthéon Sorbonne**

Business and Management Degree,,

1994

- **Lycée espagnol de Paris**

Neuilly-sur-Seine International Trade Degree,

1992

- **Lycée Racine Paris**

High School Diploma - Economics and Social Sciences,