



Verena Gierend

Omnichannel | ecommerce | CRM

Munich, Germany

[Portfolio link](#)

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Languages

English (Fluent)

German (Native)

French (Work Proficiency)

Italian (Work Proficiency)

About

Passionate about omnichannel transformation, retail innovations & customer experience strategies in the luxury industry.

BRANDS WORKED WITH

- Bulgari
- Givenchy
- PradaGroup

Experience



● CRM Omnichannel Manager Prada & Miu Miu

PradaGroup | May 2022 - Now

Responsible for CRM Prada & Miu Miu Central Europe, 4 countries 21 stores



● Omnichannel & Retail Operations Manager

Bulgari | Apr 2021 - Apr 2022

Omnichannel transformation: responsible for ecommerce Germany (p&l + budget), CRM and Retail Operations. 5 countries, 13 boutiques



● Omnichannel Specialist

Bulgari | Mar 2019 - Apr 2021

Built up Omnichannel strategy for the brand in Northern Europe



● Global Customer Experience Assistant

Givenchy | Aug 2018 - Jan 2019