



Nevbahar Jones

Dir, Digital Commerce & Marketing, EMEA | Driving Growth with Innovation & Teamwork | DE&I, Sustainability Advocate

Paris, France

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Languages

English (Fluent)

French (Basic)

Dutch (Basic)

About

A passionate and innovative enterprise leader with over 15 years of distinguished performance in the fashion, sports, and beauty sectors. My expertise lies in Strategic Vision & Planning, Digital Transformation, Marketing, Merchandising, and Omnichannel strategies, underscored by a proven track record at Levi's, Nike, and Estée Lauder Companies. Recognized for driving growth and operational excellence, I excel at consumer centricity, developing high-performance teams, and fostering a culture of collaboration and innovation. With a growth mindset, I craft and execute ambitious goals, constantly seeking new opportunities that blend art with science and unite the digital with the physical.

BRANDS WORKED WITH



Experience

Sr. Director of eCommerce & Marketing

GLG | Jul 2023 - Now

As a member of the GLG network, I consult clients in addressing their business-centric inquiries, leveraging the extensive knowledge and insights of 15+ years of experience in the retail industry and e-commerce with a diverse background encompassing fashion, sporting goods, and cosmetics.

Exec. Dir. EMEA Digital Commerce & Marketing

The Estée Lauder Companies Inc. | Sep 2021 - Now

Responsible for strategy, execution, and P&L for rapidly growing on-line channels (Direct-to-Consumer, Pure Players, and third-party Marketplaces). Achieved \$150M in net revenue and sustained a 15% CAGR, securing the portfolio's leadership in key markets.

- Led and optimized marketing strategies for the portfolio of brands, managing a yearly advertising budget of \$15m. Driven their positioning, value proposition, and expression in online distribution to create awareness, inspire consumer engagement, and deliver commercial results.
- Successfully optimized advertising budget, improving bottom-line performance by five percentage points through employing cost-effective acquisition tactics, maximizing direct response, utilizing retargeting for retention, and actively leveraging the retail media networks.
- Revamped the IBP processes, leading to streamlined forecasting accuracy, a ten percentage-point improvement in partner customer service levels, accelerated go-to-market executions, and enhanced efficiency and productivity.
- Conducted holistic, conditional trade terms with wholesale partners to balance strategic direction, trade, and mutual profitability.
- Directed the selection of an EMEA marketplace integrator, standardizing the region's approach to third-party partnerships.



Advisory Board Member

She Matters | Jul 2021 - Now

Voluntary Advisory Board Membership for SheMatters, a social enterprise recruitment agency, actively contributing to creating diverse, future-proof teams by connecting talented refugee women professionals with multinational companies seeking to enrich their workforce with diverse perspectives.



Director, EMEA Digital Partners, Merchandising & Marketing

Nike | Jan 2017 - Sep 2021

Responsible for digital partners' merchandising and marketing, leading the brand's digital transformation in EMEA with a tailored e-commerce

strategy that expanded the business significantly, increasing revenue from \$200 million to \$1 billion over three fiscal years.

- Oversaw the expansion of the EMEA digital partner portfolio, adding selective players in key markets and increasing the region's digital market share by 20%.
- Launched the marketplace operations (concession) with Zalando as the strategic partner to gain market share on the platform, primarily focusing on inventory backfilling for out-of-stock assortments and expanding the product catalog.
- Pioneered Nike's connected retail initiative through connected inventory, connected membership, and data initiatives with Zalando in EMEA as the strategic partner.
- Teamed up with WGSN to conduct consumer research, synthesizing insights from 5,000 consumer data points across key cities. This enabled distinct consumer segmentation and the delivery of tailored assortment plans and personalized brand experiences.
- Shaped product vision and lifecycle to meet consumer demands, successfully launching plus-size and yoga apparel across EMEA's online platforms. Implemented 'read & react' programs and specialty merchandise units (SMUs) informed by consumer and market insights. Developed a Nike & Wellness strategy by analyzing industry trends, contributing to business growth through data-driven, agile development.



● Director, CEE Brand Merchandising

Nike | Nov 2014 - Jan 2017

Responsible for sports category merchandising, I led the expansion of the brand's presence in Central Eastern European markets, achieving a 20% increase in market share through strategic marketing and merchandising initiatives across DTC and B2B channels.

- Cultivated relationships with retail partners to maximize brand presence and performance in multi-brand stores. Established and nurtured key partnerships with top sporting goods retailers, resulting in a 30% expansion of distribution points and a 25% increase in sales revenue within the EMEA region.
- Led a cross-functional team in the successful launch of channel-exclusive product ranges, which resulted in a 15% boost in annual revenue across sports categories.
- Implemented data-driven segmented assortment strategies and inventory optimization techniques, reducing excess inventory by 25% across the channels while maintaining optimal product availability and improving inventory turnover.
- Developed retail staff training programs to improve sales performance and customer service.
- Coordinated with visual merchandising teams to create compelling in-store displays that align with the brand's messaging, hero franchises, and seasonal highlights and drive customer engagement and sales.



● Director, Territory Brand Merchandising

Nike | Jan 2010 - Nov 2014

Responsible for merchandising, the company achieved 40% CAGR growth in two fiscal years and was rewarded as the fastest-growing market within the CEE region by successfully maximizing retail presence and establishing a competitive edge through product and consumer marketing strategies and partnerships with whole and O&O stakeholders.

- Utilized market research and consumer insights to enhance product selection tailored to market needs, working in partnership with regional and global partners.
- Efficiently managed store opening projects with a focus on store visual displays, product assortment planning, staff training, ensuring profitable store P&L
- Conducted regular retail audits to optimize operations, improve performance, and uphold market standards to maintain the brand's premium presence.
- I led the development and successful implementation of a dynamic pricing strategy tailored for volatile economies while charting a comprehensive three-year pricing roadmap, effectively mitigating safeguard cost impact in Turkey and restoring EBIT growth.



● Brand Manager

Levi Strauss & Co | Jul 2005 - Nov 2010

Responsible for brand management, the country exceeded targeted plans by 30% for YOY revenue growth and EBIT in three consecutive fiscal years, earning status as the only country to do so by expanding the product portfolio and strategically segmenting the marketplace.

- Managed a comprehensive evaluation of the competitive landscape and consumer trends, leading in the successful management of product development, sourcing, and pricing strategies, ultimately maximizing product appeal and in-store visibility.
- Orchestrated the successful rollout of new seasonal collections by mobilizing sales teams and engaging with retailers while consistently monitoring in-season product performance and implementing measures to sustain profitability.
- Innovatively devised and introduced a 7X7 bottoms local injection line tailored to target price-sensitive consumer shops and the business's value chain. This yielded a significant increase of over 10% in incremental revenue for the region's denim bottoms financials.

Education & Training

1999 - 2004 ● **Boğaziçi University**
Economics,