



Vincent Vuillaume

Sales Director

Geneva, Switzerland

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Links

[LinkedIn](#)

Languages

French (Native)

English (Fluent)

Spanish (Fluent)

About

Results driven professional with 20+ years of experience in successfully developing and implementing luxury brands sales strategies worldwide, optimising distribution networks and improving profitability. With strong creativity and analytical skills, ability to adapt and make fast decisions, I led multicultural teams both at HQ level or in subsidiaries (USA, Asia-Pacific) to deliver excellence and achieve significant growth.

BRANDS WORKED WITH



Experience



International Sales Director

ORIGYN Foundation | Nov 2021 - Mar 2022

- Business development of a new technology allowing biometrical authentication of luxury products and creation of a tamperproof certificate on the blockchain Sales strategy and Account management :
- Defined the commercial strategy and segmentation resulting in the conversion of important brands and retail chains in the Luxury industry
- Created onboarding programs and training tools for the BtoB partners and sales associates. International Retail Director (since January 2017)
- Management of a team of 10 direct HQ reports and 7 managers in local subsidiaries. Supervision of 104 boutiques and implementation of the strategic Retail focus of the brand (share of Retail business grew from 25% to 50% of total sales in 3 years) Sales strategy :
- Achieved commercial objectives each year despite economic and political crises
- Defined Retail Performance KPIs and subsequent business plans leading to increased sales to VIP, repeat and 1st-time clients
- Developed the CRM program / Digital Customer Journeys and initiated the omnichannel approach with staff generating sales from boutiques Instagram/Wechat accounts Management :
- Created a collaborative environment promoting the fair development of achievers
- Set-up the training program for Retail staff (e-learning platform and physical presentations to employees worldwide) promoting a client-centric approach Network optimization :
- Defined priorities for the boutiques openings or closings and implemented a 3-year strategic plan which led to a radical improvement in profitability
- Negotiated spaces and conditions with landlords during the pandemic
- Actively participated in the LVMH Retail Committee resulting in an increased brand presence in Mainland China



International Retail Director

Hublot | Jan 2017 - Aug 2020

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● Regional Director

Hublot | Mar 2013 - Dec 2016

(2013-2014 : South America and Southern Europe, 2015 : + North America,

2016 : + Scandinavia).

Achieved sales objectives with a yearly average growth of 10-15%

Managed distributors/subsidiaries and controlled their Marketing activities and budget

Resized and optimized the retailers network and increased their performance



● Sales and Marketing Manager

Cartier | Jan 2009 - Feb 2013

Turnover : 30M+ Euros (yearly increase of 15%)

In charge of developing the strategy of the brand in Australia and New Zealand with complete

overview of the P&L

Sydney

Australia

Management of a team of 19 employees, including office and boutique staff.

2 internal boutiques, 2 franchises and 20 retailers.

Sales :

- Increased the subsidiary's turnover (retail and wholesale) by 60% in 4 years

- Streamlined the wholesale network and improved the brand's retail presence (flagship in

Sydney and Melbourne and opening in Brisbane, Perth and Auckland)

- Developed the CRM strategy for local VIP customers resulting in the first HJ sale in the country

- Implemented a successful strategy to benefit from increasing Chinese tourists business

Marketing :

- Revised merchandising assortments for the boutiques and replenishment plans

- Optimised the Media Plan and drastically increased editorial visibility versus competition

Management :

- Fostered a "can-do" attitude within the team to put the Australian market back on the map

- Determined the strategic plan submitted yearly and presented to Cartier's Comex

- Received "Worldwide Best Customer Experience Award" for Brisbane boutique



● North America Senior Director for Eyewear

Cartier | Jan 2007 - Jan 2008

Turnover : \$18.5 million (increase by 10%), 12 direct reports In charge of developing the strategy for Eyewear in North America with full P&L overview

-Defined the distribution strategy (national accounts vs independents)

-Successfully managed the relationship with marketing in HQ for US market exclusive pieces



● Sales Director East Coast for Accessories

Cartier | Jan 2004 - Jan 2006

(Eyewear, Writing instruments, Leather goods, Lighters and Gifts)
Turnover : US\$15 million (increase by 10% every year) Network : 450 doors
-Managed a team of 5 Regional Managers (East Coast of North America)
-Directly handled the key accounts (Lenscrafters/SunglassHut, Saks Fifth Avenue) Co-founder of the company : French start-up leader in mobile multimedia (Profits : 1 ME) Company sold to Forstmann Little & Co (#1 Japanese mobile solutions provider) in 2004 (30 employees). Financial and Administrative role at the creation of the company, business plan and funds raising preparation, financial reporting for the investors. Project leader on "strategic" contracts with mobile operators (Orange, SFR and BT), including the acquisition of license rights (cartoon characters, live soccer games...) and negotiation with the 5 music majors (final agreement signed with EMI, BMG and Warner)

Education & Training

1995 - 1998 ● **KEDGE Business School**
Master, Master of Management