



Marianne Rocher

Enthusiastic, multi-skilled and focused professional, who can bring Passion, Drive and Performance to any company

Paris, France

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Languages

- English (Fluent)
- French (Native)
- Italian (Fluent)
- Russian (Native)
- Spanish (Basic)

About

Creative, pragmatic, entrepreneurial and results-driven leader. Skilled in Negotiation, merchandising, content, marketing, retail, business development. MBA, ample international experience.

BRANDS WORKED WITH

- Baccarat
- CELINE
- Christian Dior Couture
- Louis Vuitton
- Patrizia Pepe
- Scan Cube
- Teton Sas

Experience

● Export Manager, area manager, country manager, business development manager

Scan Cube | Jan 2022 - Now

Leading the further developments of activities in Italy, Spain, Portugal, Eastern Europe and Middle East. Managing existing partnerships with distributors, agents. Generating new business opportunities by negotiating new partnerships.



● Key Account Sales Manager

Patrizia Pepe | Apr 2019 - Now

Currently working at Patrizia Pepe as a Key Account and Franchising Manager Russia, CIS , Europe Middle East. Managing 28 franchising stores, e-commerce market place and major key accounts. Specialist in buying for franchising and e-commerce Follow up the new implementations :P&L , budgets, forecast Negotiation of the commercial conditions Coordination & follow up of daily store operations, weekly reporting to the company's president Development of new franchising in Europe Managing 28 franchising stores(EMEA & Russie) Managing Key Account & Key-Account e-commerce Follow-up import project (direct import to Russia)du projet d'importation direct en Russie



● Sales Showroom

CELINE | Feb 2015 - Mar 2015

Seasonal Sales in showroom for East European key accounts



● wholesale manager France

Patrizia Pepe | Apr 2015 - Apr 2019

In charge of company activity in France, 85 multi brand customers women, men and accessories collections.

Budget, forecast, turnover objectives, reporting to the Head quarter in Florence Organising Sales campaigns, managing 4 persons, developing new business activity

● Sales Specialist Showroom

Christian Dior Couture | Oct 2014 - Feb 2015

Sales for the the Wholesale customers during the showroom sessions



● Sales assistant Vip customers

Louis Vuitton | Aug 2013 - Sep 2014

Sales Assistant, VIP clients, RTW department, Champs Elysees Louis Vuitton flagship

- **Directrice Commerciale**

Teton Sas | Sep 2009 - Sep 2011

Prospecting new customers, opening new accounts in France and worldwide

- Analysing sales figures
- Recruiting, training, supervising appraising staffs
- Gaining a strong knowledge and understanding of a clients' brand and products
- Budget, turnover objectives, reporting
- preparing and participating in the international fashion shows
- preparing and organising shooting for the catalogue, sales campaign, managing 12 area managers



- **Responsible Travel Retail**

Baccarat | Jan 2005 - Sep 2009

- Duty free development, opening 3 new accounts
- In charge of budgets and administration
- Follow up sell out
- Delivering market analysis and assessment of competitors
- Retain accounts through the development of strong relationships with key decision makers

Education & Training

2002 - 2004

- **ENPC**

MBA, Business administration

1999

- **University of Economy and Finance of St.Petersburg**

master, World Economics

- **Helsinki Business Polytechnic**

exchange student in Economics, Economics