



# Tatiana de Bourguesdon

Retail Expert / Customer Experience Expert / Instore optimization

Paris, France

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## Links

[Website](#) [LinkedIn](#)

## Languages

French (Native)

English (Fluent)

Spanish (Basic)

Italian (Basic)

Arabic (Basic)

## About

Dear all,

Thank you for your interest in my profile!

I am Tatiana de Bourguesdon, free-lance retail consultant.

My activity and my passion consist in helping retailers to optimize their points of sale and the customer experience instore.

With 10 years of experience in leading companies in the sector (Etam & Prada), a solid academic background and a permanent watch on retail trends and innovations, I have been bringing my expertise to retailers in the luxury, beauty, fashion, jewelry, lifestyle and gourmet food sectors for the past 4 years.

My solutions provide my clients with professionalism, an outside perspective and precious internal time savings, for an ever-improving customer experience!

Being independent gives me a great wealth: the diversity of my clients and my missions.

I would be delighted to meet you in order to accompany you in your project.

I am looking forward to exchanging with you,

Tatiana de Bourguesdon.

### BRANDS WORKED WITH

Etam

Prada

Retail Advice

## Experience

### ● Founder & Retail consultant

Retail Advice | Jan 2019 - Now

Freelance retail consultant

Consulting in points of sale and customer experience optimization.

Retail 360 / Customer Experience / Omnichannel

Sectors: Luxury/Fashion/Beauty/Jewelry/Lifestyle/Fine grocery

Clients: CAC 40/DNVB /Family Houses



### ● Retail Merchandising Manager

Prada | Sep 2010 - Sep 2018

Prada Women (4 years)

Prada Men (2 years)

Miu Miu (2 years)

Responsible for the Leather Goods & Accessories business (main contributor to the group's turnover) for the retail markets of France, Belgium and Monaco.

- Selection of collections for retail stores
- Management of the product life cycle during the season
- Competitors' follow-up
- Participation in visual merchandising
- Training for sales teams
- Retailing projects with department stores
- Opening/renovation of pop up stores / permanent stores



- **Wholesaler**

Etam | May 2008 - Aug 2010

Wholesaler with international franchise partners.  
(In charge of a turnover of 6,8M€ in 2009)  
Recommendations and teaching of a retail culture.

## **Education & Training**

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- 2020 - 2020 ● **The Chinese University of Hong Kong**  
Certificate, Selling to Chinese customers
- 2019 - 2019 ● **Google Ateliers Numériques**  
Certificat, Digital marketing fundamentals
- 2005 - 2007 ● **Sciences Po Paris Paris**  
Grande Ecole Diploma (bac+5), International Business
- 2000 - 2004 ● **La Sorbonne**  
Maîtrise (Bac+4), History