



Cécilia Tchangoué

Accomplished Retail Manager Leadership Champion Holistic Health Believer Affecting Positive Change

London, UK

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Languages

English (Fluent)

French (Native)

Spanish (Basic)

About

For 8+ years, I've had the privilege of leading retail teams to extraordinary success, crafting exceptional experiences and nurturing positive environments.

Guiding teams to greatness is my steadfast mission – from coaching for excellence to fostering collaboration, I thrive on transforming challenges into stepping stones.

Across global brands and thriving startups alike, I've spearheaded new store launches, orchestrated impactful onboardings, and cultivated strong customer relationships. Yet, my leadership philosophy extends far beyond conventional measures. It's rooted in leading with love, vulnerability, empathy, and unwavering courage.

By wholeheartedly embracing these foundational principles, I've cultivated an environment where every team member is not just a contributor, but a valued individual. I believe in the power of vulnerability to bridge gaps and build bridges. I encourage empathy as a catalyst for understanding, and I wield courage to have those necessary, sometimes difficult conversations – all anchored in a deep well-spring of compassion.

This approach has shaped a dynamic and collaborative work culture, where authenticity and connection drive continuous improvement. In fostering a safe space for open dialogue and personal growth, we've sparked meaningful connections that uplift the team and amplify our collective achievements.

Let's connect and ignite success together!

BRANDS WORKED WITH



Experience



● **Flagship Store Manager**

Allbirds | Oct 2019 - Now



● **People and Culture Manager**

Nike | Oct 2017 - Oct 2019



● **Department Manager**

Nike | Aug 2016 - Oct 2017



● **Assistant Department Manager**

Nike | Oct 2015 - Aug 2016

Responsibilities include leading, inspiring and motivating a team of 80 associates in order to achieve identified goals, utilizing advanced customer service skills and sales techniques to connect customers with the right product and the brand, coordinating work of associates, assisting in associates personal development.



● **Department Manager**

Decathlon UK | Apr 2015 - Sep 2015

My responsibilities include opening and closing the store, managing staff, managing the delivery of goods, merchandising, hitting targets and implementing strategies to improve sales, stock control, account analysis, forecasting futures sales, product and range choice for Summer

and Winter seasons, ensuring the health and safety of customers and co-workers, taking care of customer service including handling queries and complaints, recruiting and training new staff.

As a duty manager, I also perform all store management functions.

Early on, my responsibilities also included preparing the store opening, building the layouts according to the store mass plan and merchandising principles.

- **Sales and Marketing Coordinator**

TILOLI | Jan 2013 - Jan 2015



- **Junior Product Manager Internship**

John Deere | Jun 2012 - Dec 2012

- **Sales Assistant**

Sullet Group | Dec 2010 - Jul 2011



- **Sports Marketing Intern**

Queens University of Charlotte | Aug 2009 - May 2010

Education & Training

2011 - 2012 ● **Audencia**

Master's degree,

2006 - 2010 ● **Queens University of Charlotte**

Bachelor's degree,

2005 - 2006 ● **Forsyth Country Day High School**

A-Levels Equivalent,