



Gael Madec

Flagship Store Manager

Paris, France

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Links

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Languages

French (Native)

English (Fluent)

Spanish (Basic)

About

Experienced Senior Director in the Commercial retail leader managing both large single and multi-sites within different countries (EMEA & CIS markets).

I practised swimming competition, I love all the sports following all the big events. I'm a juke box human as said one of my son :-)
And I'm always happy because life is the most beautiful thing.

BRANDS WORKED WITH

- BESTSELLER
- celio
- H&M
- Primark
- Promod
- Takko Fashion

Experience



● REGIONAL MANAGER MENA & CIS - Dubai

Promod | Oct 2011 - Sep 2014

<http://www.promod.com>

- Management / Partnership – 3 Zones (Africa- Central Asia/ Middle-East)
- 40 POS - 30 M€ (Wholesale & Retail)
- Partners Business review meetings
- Maximizing Sales and Profitability – Budgets, KPI's, P&L
- Supply Chain Optimization, pricing, competition studies
- Marketing – Commercial calendar, products placement, press events, social network
- Partners Standards Controls – Visual Merchandising, Guidelines, Mystery shopping , Commercial Audit
- Leasing Manager Meetings - negotiations with landlords - Stores openings (follow-up of the works)
- Mall Management – Lobbying



● AREA MANAGER - France & Belgium

BESTSELLER | Jan 2008 - Sep 2011

<http://www.bestseller.com>

- 20 Opening Stores in major cities in France (seeking locations, leasing contracts & negotiations with landlords and follow-up of the works)
- 8 Stores Management – Belgium
- Buying monitoring in commitment with HQ in Denmark
- 15 M€/ Staff 200 employees



● FLAGSHIP STORE MANAGER - Paris

H&M | Jun 1999 - Jan 2008

<http://www.hm.com>

- Top 3 worldwide
- Flagship Store
- Boulevard Haussmann, Paris
- 2250 sqm
- +50M€
- 220 staff
- Union trade negotiations
- Co-branding events :
- Karl Lagerfeld
- Viktor & Rolf
- Stella Mc Cartney



● REGIONAL MANAGER Middle East - Dubai

celio | Sep 2014 - Dec 2015

<https://www.celio.com/fr-fr>

- Management / Partnership – 3 Zones (Israel/ Middle-East/KSA)
- 70 POS - 50M€ (Wholesale & Retail)
- Partners Business review meetings
- Maximizing Sales and Profitability – Budgets, KPI's, P&L
- Supply Chain Optimization, pricing, competition studies
- Marketing – Commercial calendar, products placement, press events,

social network

- Partners Standards Controls – Visual Merchandising, Guidelines, Mystery shopping , Commercial Audit
- Leasing Manager Meetings - negotiations with landlords - Stores openings (follow-up of the works)
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● **SENIOR MANAGER - Belgium**

Primark | Jan 2017 - Dec 2021

<https://www.primark.com/en-us>

5700 sqm

35M €

300 staff



● **AREA EXPANSION MANAGER - France**

Takko Fashion | Jan 2022 - Now

<https://www.takko.com/fr-fr/>

Education & Training

2004 - 2005

● **Leadership**

H&M Management Degree / Unit 1&2,

1989 - 1991

● **CFA Stephenson**

BTS Sales & Management,