



Julien Nicaud

Regional director

Nice, France

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Languages

English

About

Profil Experienced Retail Director with over 10 years of industry expertise. Driving business growth, optimizing operations, and delivering exceptional customer experiences. Proven track record in successfully managing multi-store operations, implementing strategic initiatives, and maximizing profitability. Passionate about driving retail success through effective leadership, innovative strategies, and a customer-centric approach.

BRANDS WORKED WITH

Sandro

SMCP - Sandro

Experience

● RETAIL DIRECTOR /

SMCP - Sandro | Jan 2020 - Jan 2022

As Retail Director, I spearheaded the creation of a dedicated position to develop, coordinate, and animate the Sandro group's outlet network. Strategic Planning Outlet Network Development Sales and Revenue Management Inventory and Supply Chain Optimization Team Leadership and Staff Development Visual Merchandising and Store Presentation Customer Relationship Management (CRM) and Brand Building

● REGIONAL DIRECTOR / SMCP

Sandro | Apr 2018 - Jun 2020

Experienced regional director with a successful track record of managing over 30 retail locations in the southern region of France.

Education & Training

2020

● Cabinet RMS Paris

Certification « Retail Excellence,

2016

● Université Dauphine

Certification "Manager des ventes",