



Gustavo Boldrini Prestes

Head of Retail EMEA, Director of Retail EMEA

📍 London, UK

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Links

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Languages

English (Fluent)

Portuguese (Native)

French (Work Proficiency)

Spanish (Work Proficiency)

About

Currently open to new career opportunities...

Highly motivated retail operations specialist with 25 years of experience in strategics, leading and managing teams focused on consistently exceeding revenue goals and customer satisfaction. Reputation for turning around business operations to sustainable profitability and long-term growth.

- Retail operations strategy in dynamic, matrix-driven competitive environments
- Commercial acumen with an eye for spotting profit optimization opportunities
- Stakeholder management skills in communicating and operationalizing complex business ideas
- Change management, developing, inspiring teams of managers towards common goals
- Strong working knowledge of data analysis and performance metrics using business management software
- Adaptable and able to rapidly assimilate new concepts, cultures and develop retail expertise

BRANDS WORKED WITH



Experience



● Retail Director EMEA

Woldford | Nov 2015 - Oct 2019

Operational leadership across European markets supervising regional managers, visual regionals and client experience managers, strongly co-operating with HR department.

Full P&L responsibility for EMEA

Retail; Maximizing Net sales, budget control & cost planning,

Restructured retail operations into four streamlined regions with new "Client Experience" & Global VM managers

Strategized retail expansion by establishing the tools and key relationships

Drove customer service excellence through staff training

Strategic marketing and trade, retail actions through CRM, B2C, store activations

Assortment optimisation in coordination with merchandising management and product teams

Strategic price alignment across retail stores, outlets & online

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● Country Manager (UK, Spain, Portugal, Benelux, Middle East)

Vilebrequin | Jan 2009 - Oct 2015

Full P&L Responsibility, shrinkage control, wages, write-off, cash control and store expenditure

Ensured sales budget, gross margin and operating income plans are met or exceeded through excelling in customer service and sales standards

Supervised the execution of strategic vision for Vilebrequin, supporting business initiatives by identifying and developing new opportunities for incremental revenue (12 new stores openings; support launch of eShops and Duty-Free business)

Drove profitable sales through effective management, leadership and development of sales teams through regular field visits, recruiting, setting of objectives and targets

In conjunction with marketing department, launched devising marketing strategies to ensure satisfactory ROI on marketing spend

Sole responsibility for the largest wholesale account in the Middle East.

Full interaction with Master Franchise Partners Chalhoub Group (Frequent visits to UAE, Saudi Arabia, Kuwait, Qatar)

Trained and supported Partner stores in Russia and Ukraine, gained market knowledge in both countries

Had significant Involvement in Retail Buying and Merchandising Sea-

sons.

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● **Area Manager UK**

Mexx | Sep 2005 - Dec 2008

Project-managed the launch of the company's flagship store in Oxford Street, effectively running it for a year, achieving 7% above sales target. Thereafter was appointed to launch the Edinburgh family store and 3 franchise stores in Derby, Manchester and Chester.

Achieved market sales budget and KPIs in line with strategic business plan

Managed budget and P&L, identifying improvement opportunities especially in the area of employment cost

Introduced "Sales per hour" productivity concept and co-trained European sales managers at the company HQ

Improved customer service, resulting in 31% increase in mystery shop targets.

Partnered with regional/ central management to support promotion, VM, HR needs to drive sales and profitability

Maintained knowledge of local and regional market; consumers; product and competitors and develop beneficial external relationships.

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● **Store Manager Oxford Street London**

H&M | Sep 2004 - Sep 2005

Restructured the team to maximize productivity; recruited, trained, developed and motivated employees.

Implemented sales plans to grow store's profitability. Managed merchandise levels and store appearance.

Reduced staff absenteeism and turnover by communicating effectively, introducing absence procedures and developing team morale.

Oversaw operations in a fast-paced environment

Responsible for the then group's flagship store in Covent Garden (Turnover £2.5M - Headcount 25+) Awarded best Standards & Visual Merchandising (2003-2004), with personal recognition from CEO

Constantly exceeded targets with YoY sales increases average +20%

Sharpened my management skills and developed my team through analysis of individual strengths and areas for growth, arranging regular appraisals and SMART Objectives

Financial reporting, staff budgeting, stock control and market analysis

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● **Store Manager**

Mexx | Oct 2000 - Sep 2004

- Restructured the team to maximize productivity; recruited, trained, developed and motivated employees.

- Implemented sales plans to grow store's profitability. Managed merchandise levels and store appearance.

- Reduced staff absenteeism and turnover by communicating effectively, introducing absence procedures and developing team morale.

- Oversaw operations in a fast-paced environment



● **Assistant Store Manager**

Joseph | Mar 2000 - Oct 2000

Education & Training

2008 - 2009 ● **Accord French language School - Paris (France)**

Advance level (Paris), French Language and Literature

1997 - 1999 ● **Evedine College (London)**

English Proficiency Certificate, English Language and Literature/Letters

1991 - 1995 ● **Estácio de Sa**

BA Journalism and Business Studies (Rio de Janeiro University, Brazil),