



Lucie Wullschleger

Business Development

Dubai - United Arab Emirates

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Languages

English (Fluent)

German (Basic)

French (Native)

About

I am an optimistic person, quickly passionate, who pursues goals with relevance. My objectives are to drive the growth of a global brand through its values, making customers central to an unforgettable retail experience. Results-driven and collaborative, I am comfortable working with new ideas and approaches in order to disrupt stale processes and bring about change.

BRANDS WORKED WITH

Cdec BY Cordelia de Castellane, Children Fashion

Christian Dior Couture, Children Division

Designer Brands Fragrances, L'Oréal Luxe France

Kieh!S, L'Oréal Luxe France

Louis Vuitton Middle East

Trafalgar Luxury Group

Experience

● Watches & Jewelry Business Development Manager

Louis Vuitton Middle East | Jun 2022 - Now

- Follow up VIP clients sales
- Manage the product assortment per store
- Training of the store team
- Developed the High Watchmaking category: display, training, CRM actions
- Weekly business analysis and actions plan with store team

● Head of Marketing & Ecommerce

Trafalgar Luxury Group | Feb 2020 - May 2022

- Supervise a 25-persons team
- Build the digital transformation of the company
- Manage regional omnichannel marketing budgets : 5.5M\$, 40+ brands
- Launched 3 ecommerce websites in 2020, achieved 3M\$ in Y1, responsible for P&L

● Marketing Director

Kieh!S, L'Oréal Luxe France | Jun 2018 - Feb 2020

- Orchestrated the integration of a US-based brand within France. Managed launches, led 360-activation plans with Retail, E-business and Communications teams
- Developed business on new distribution channels online and offline
- Analyzed weekly retail KPIs to drive the marketing strategy

● Marketing Manager

Designer Brands Fragrances, L'Oréal Luxe France | Oct 2015 - May 2018

- Led and launched 360 omnichannel strategies
- Supervised a 4-person marketing team
- Managed media budget and P&L prioritization for the brand portfolio

● Marketing, Purchase and Communication off & online Director

Cdec BY Cordelia de Castellane, Children Fashion | Sep 2014 - Sep 2015

- Managed sales, margins and budget
- Supervised a 6-person multidisciplinary team
- Purchased the Collection for the retail network : 400sku/season, 20 POS

● Marketing Manager

Cdec BY Cordelia de Castellane, Children Fashion | Jan 2013 - Sep 2014

- Built monitoring tools for Collection production and creation management
- Developed packaging and accessories: design, sourcing, production

- **Product Manager Assistant**

Christian Dior Couture, Children Division | Jun 2012 - Dec 2012

- Followed the Collection Plan : coordination between the Studio and the production
- Created learning and communication tools