



Pascale Morillon

Global SVP Marketing and Customer Engagement

Zürich, Switzerland

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Links

[LinkedIn](#)

Languages

English (Fluent)

French (Native)

Spanish (Basic)

About

A values based global strategic commercial and marketing leader with 25 years' experience reinventing and transforming leading consumer brands (£5Bn). Demonstrated excellence in business strategy, growth, marketing, branding, CX, customer engagement (Clienteling, CRM/data/insight), and customer centric transformations.

Experienced in Industry and Top Tier consultancies in the consumer sectors (Retail, Lifestyle, Athleisure, Luxury, Apparel/Fashion, Hospitality, Sporting goods, Jewellery, CPG) in EMEA, APAC and Americas.

Expert in driving customer centric sustainable on brand growth with a focus on working with brands on a global scale, and creating global campaigns that are executed with local nuances, regional priorities and diverse perspectives.

I create and bring a vision and strategy to life, enable the delivery of relevant, differentiating, on brand, 360 Customer Experiences throughout the end-to-end customer journey and the development of cross functional capabilities to achieve commercial lasting value.

An energetic, visionary, collaborative change agent, thought and supportive people leader, I build and inspire high performing multi-cultural Teams by creating a clear vision and positive environments in which Teams can thrive to achieve desired results. I develop capabilities and point of views, use influencing and strong communication skills to deliver and to accelerate on brand growth.

Extensive global experience having lived in 6 countries and worked within 29 and speaks French, English and intermediate Spanish.

Specialities include: commercial strategy, commercial execution, growth strategy, sales team leadership, retail, B2C, B2B, marketing strategy, branding strategy, CRM, market research, strategic leadership, consumer insight, business strategy, integrated marketing, innovation, customer centric transformation, customer experience, marketing & branding capabilities, merchandising, retail marketing, CRM, customer engagement, customer acquisition, strategic planning, turnaround, clienteling, customer loyalty, business development, loyalty, international program management, employee engagement, customer service.

BRANDS WORKED WITH

- Bata
- Burberry
- Deloitte Consulting
- Dune Cerámica Full-Time
- Dunhumby Ltd
- dunnhumby
- Dunnhumby Ltd
- Globality
- Imi Plc Contract
- Lend Lease Retail
- Swarovski
- The Boston Consulting Group

Experience

● Growth Advisory board Member

Imi Plc Contract | Jan 2021 - Now

Board advisor at IMI is a FTSE 250 engineering company with a global team of over 11,000. IMI's purpose is Breakthrough Engineering for a Better World.



● VP Digital Marketing and Customer Engagement

Swarovski | Mar 2021 - Now

● Bain External Advisor Network (BAN)

| Dec 2020 - Now

● Freelance Strategic Business and Marketing Consultant

| May 2020 - Now

● Global SVP Marketing Interim

Bata | Sep 2022 - Now

Took over Marketing Function and leadership of 3 global sneaker brands (Performance, Outdoor and Lifestyle) with no handover and delivered above expectations on all key indicators:

- Created global Brand and Products campaigns for 3 global brands, executed with local nuances, regional priorities and diverse perspectives: increased brand awareness, consideration and conversion,
- Led strategic brand review and repositioning of Bata number 1 performing brand,
- Designed and implemented new coms agencies strategy increasing campaigns relevance and impact,
- Drove and improved consumer centric product innovation with Global Product Team,
- Significantly enhanced collaboration with regional Marketing, Product and Collection Teams,
- Created a high performing Team (existing and new recruit) in a period of change and transformation,
- Successfully developed and presented 3 global brands Marketing strategy at two GPRs/ Global seasonal Product Reviews and Marketing conferences,
- Achieved strong impact in record time and delivered above expectations.

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● **Global VP Client And Customer Engagement**

Burberry | Apr 2019 - May 2020

- Reported to CCO, a Member of Commercial Leadership Team and of Burberry's Data steer Co
 - Drove global growth through omni channel Clienteling, Customer Service, CRM strategy and operations,
 - Led Clienteling (global retail activation strategy, client value proposition), loyalty, Performance (CRM strategy, Reporting, customer database management, tools development), CRM Training and Communication, Customer Service.
- see less



● **Global Director, Client and CRM**

Burberry | Nov 2018 - Mar 2019

Same as above at a Director level



● **Head of Customer Experience**

Globality | Jan 2018 - Oct 2018

- Created customer experience & Marketing vertical in agile environment: developed content, strategy and processes required for AI to recognize type of services needed for clients and ask specific questions to curate a list of relevant providers. Vetted Marketing, CX and Strategy suppliers.

● **Senior Principal**

The Boston Consulting Group | Jan 2016 - Nov 2017

- Created and led BCG Global Customer Centricity proposition to drive and to accelerate Clients' growth by focusing on fulfilling customer's key needs and aligning the organization to deliver them consistently across all channels
- Developed customer experience vision, strategy and org. engagement roadmap for a UK Airline
- Co-designed, implemented customer led category strategy in grocery trial stores to win market share
- Defined Customer Value Proposition strategy, roadmap for leading German retailer led to growth
- Led successful International Business development (USA, China, Indonesia, Morocco, France, etc.)
- Developed store of learning concept and implementation plan for leading UK retailer
- Developed loyalty strategy and implementation plan for a Shopping Center Chinese conglomerate



● **Global Capability Director - Customer Strategy & Organisational Engagement**

dunnhumby | Jun 2013 - Jan 2014

- Created and spearheaded Customer strategy and Organisational Engagement capabilities to increase retailers and dunnhumby's JV performance (customer loyalty, revenue and profits)
 - Led, empowered and mentored global Teams who delivered relevant customer experiences by executing customer centric strategic transformations with 10 retailers
 - Board level Customer Strategy, Experience advisor to keep delivering customer value and to represent the Voice of Customer in strategic decisions
- see less



- **Head of Customer Centric Strategy & Organisational Engagement - International Markets**

dunnhumby | May 2011 - May 2013

- Created tangible customer value to Retailers in France, Brazil, Colombia, Canada, Italy, Norway
 - Led, developed and mentored international teams who developed and delivered tailored end-to-end Customer strategy & transformation roadmaps that drove JV's growth
- see less

- **GM Retail - Tesco Lotus, & Dunnhumby**

Dunnhumby Ltd | Jan 2010 - May 2011

- Trade & board meetings' member: reviewed pricing, assortment, promotion decisions, investments trade-offs and Strategic planning that led to increased customer engagement & revenue
- Drove usage of customer insight to enable right tension between commercial objectives and delivery of relevant and personal customer experiences
- Defined and led the change management strategy to embed and drive a customer centric culture
- Managed, led and developed the Tesco and dunnhumby Retail's Team to achieve sustainable growth

- **Global Senior Commercial Director**

Dunnhumby Ltd | Jan 2007 - Dec 2009

- Built strategic alliances and JVs with retailers in key strategic markets, Co-negotiated JV with 2 retailers in South America. Created and led pre-JV operational implementation phase for both
- Created and globally led a Customer Centricity Assessment to assess retailer's customer centric capabilities leading to a tailored customer centric improvement 2 year's roadmap

- **Management consultant**

Deloitte Consulting | Dec 1998 - Dec 2006

SABMiller, UK; the world's third-largest brewer with global brands such as Peroni

Strategic Planning Director - Created SABMiller 5 years' Peroni strategic brand planning process

InterContinental Hotel & Resorts Group (2 years)

Global Luxury Brand Repositioning / customer experience Director - led international programme: 17 people, 4 agencies, internal and external stakeholders. Co created strategy content, global employee engagement programme "You bring it to life", tested content in 5 regions and rolled it out globally

- Strategy - co-created and developed InterContinental brand repositioning strategy, customer experience strategy, customer promises and employee engagement roadmap

- Global Pilots - led and managed content, logistics, engagement of franchisees, delivery of 5 pilots (Atlanta, Caracas, Madrid, Beirut, Bangkok). Input into advertising campaign's strategic direction, co-developed and implemented global stakeholder's communication (investors and employees).

- Global roll-out - managed global roll-out (140 hotels and 40,000 employees) on budget and on time. Successfully facilitated 2 days CXO leadership engagement programme. Led to employee and customer loyalty increase and revenue growth

SABMiller, Global

Global International Brand Launch Strategy Manager - designed global framework, tool and implementation roadmap. Engaged and worked with country GMs to input and adopt it globally

Smiths Medical, France and Germany; Leading global provider of medical devices

European Inventory Optimisation Manager - led a team of analysts and achieved £1 million savings

Polkomtel, Warsaw, Poland; National public Telecom operator
Brand Strategy subject matter expert: developed Brand Centric Business Case for CEO

Created & developed the Deloitte "Brand Performance Management of-fer" and the Brand Value Map (still in use): became Deloitte Marketing and Brand subject expert within EMEA

Inbev, Leuven, Belgium; Global publicly traded brewer
Global International Brand Launch Strategy Manager – strategy & imple-mentation roadmap

Hewlett Packard, Geneva, Switzerland
EMEA Marketing scorecard and Marketing Affordability Manager

- **Marketing project Manager**

Lend Lease Retail | Nov 1998 - Nov 2000

- Supported all facets of Bluewater shopping centre brand development, positioning and launch,
- Supported brand & Marketing development of retail & leisure destina-tions in Spain and Italy

- **Sales & Marketing Manager (Australia, New Zealand, Pa-cific islands)**

Dune Cerámica Full-Time | Jan 1996 - Jun 1997

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Education & Training

2018 - 2018 ● **Marketing Week Mini MBA with Mark Ritson**

MBA Marketing, Marketing

1995 - 1995 ● **MBA University of Western Sydney, Australia**

Master of Business Administration (MBA), International Business

1986 - 1992 ● **University of Franche Comte**

Master, Economics