



Lenya Boumed-dane

Brand management - Business development manager

📍 Dubai - United Arab Emirates

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Languages

Italian (Fluent)

Arabic (Basic)

English (Fluent)

Spanish (Native)

French (Native)

About

WORK SUMMARY

BRANDS WORKED WITH

AZADEA Group (Retail)

FBD Group (Retail)

Modernest - Chalhoub (Retail)

SATAB (Fashion)

SCHMIDT GROUP (Retail)

Experience

● SENIOR BUSINESS DEVELOPMENT MANAGER (FASHION - F&B) GCC MARKET

AZADEA Group (Retail) | Apr 2022 - Now

Business Development Assess incoming high potential brands, transversal business development projects to pursue, including strategic commercial go-to-market opportunities, multi-brand initiatives & evaluate their financial and commercial potential - Including malls, dpt stores and travel retail Select real estate for franchise stores, including site selection, study of traffic flow on malls, and overall analysis of co-tenant quality. Produce business plans for all areas with specific targets and analyze P&L to evaluate viability of each store. Analyze data to identify new opportunities for growth within existing markets Retail Management Approve Brand mix and oversee smooth implementation of opening, closing and renovation of shops and often get involved with the buying process Maintain smooth relationships with Brand Owners to ensure sustainable brand growth in the middle east Align with eCommerce and e-Retail managers on a regular basis to ensure pricing alignment on all channel

● CO-FOUNDER - MARKETING & OPERATIONS MANAGER

Modernest - Chalhoub (Retail) | Sep 2021 - Apr 2022

Brand management Marketing development : Artistic direction , logo design, website and brand DNA Business development : Business strategies, (100K€ portfolio) Development and implementation of KPI Onboard new suppliers/brands through favorable agreements Analyse the relevant gaps in the market and address them with product improvements and/or new categories Digital management Manage and develop digital marketing budgets (plan, innovation , action plan) Lead the marketing strategy & roadmaps Develop and oversee scalable operational processes for e-Commerce marketplace Paid ads strategy: Google, Facebook, retargeting campaign, SEO Budget and P&L Management

● BRAND MANAGER AND INTERNATIONAL BUSINESS DEVELOPMENT GCC MARKET

FBD Group (Retail) | Jan 2020 - Sep 2021

Product Marketing development : Define product offer regarding markets specificities (GCC and Latin America) and negotiation with suppliers : price list, quality, delivery, export specificities Open new franchises stores (25 stores per year) : manage product proposal and orders Full responsibility of the P&L, increasing profitability while identifying potential new markets Overseeing the network projects with engineering teams: store openings and boutiques renovation Preparing business reviews, sharing key insights on market trends to develop a strong product offer Managing the buying and merchandising processes, participating in the creation of special collections for the ME, monitoring stock and planning key trading events/sale/promotional activities Liaising with Marketing to launch successful campaigns and regularly monitoring retail/digital KPIs Trade Marketing development : Analyze profitability of the counters/ brands & monitor market share, Review monthly reports on customer & sales analysis, shopper insights, traffic in store and store/counter KPIs and prepare action plan accordingly Merchandise stores, coordinate and communicate on adapted lay out for the customer target, regarding the zone (GCC, Latin America, Europe) Budget and P&L Management : Define

sales target, manage P&L per brand, monitor brand performance Team management : Manage team of 6

- **BRAND AND PRODUCT MANAGER**

SATAB (Fashion) | Jan 2017 - Jan 2020

Brand Development Analyze markets on different Business Unit such as Packaging, Industry, Fashion and manage activation plan for new products with an ROI approach Introduce new products to sales team, Partners abroad, branch and customers and supervise sales reports Forecasting sales (European markets), building Strategic 3Y Plan and monthly closing Sourcing new opportunities, tracking market trends and identifying risks and opportunities Supporting Commercial team on all activities: OTB, ad hoc/profitability studies, sell-thru, pricing analysis, seasonal analysis, best-sellers/slow-movers analysis Team management : 10 people

- **MARKETING EXECUTIVE**

SCHMIDT GROUP (Retail) | Jan 2014 - Jan 2017

Supporting the Marketing Manager in completing agreed activities Creating and posting blog posts and articles on the company's website and social media pages Preparing coherent marketing campaign reports using data analysis tools Sourcing advertisement opportunities in radio or TV for products or service Managing the marketing database and email distribution Drafting marketing materials such as flyers, newsletters and posters Monitoring competitor activities and finding leads for the company Liaising with Printers and Designers

Education & Training

2014

- **IDRAC LYON**

MBA DEGREE,

2013

- **Università degli studi di Parma**

MA DEGREE,