



# Philippe Bouchez

Director | WW Wholesale Channels - Sales, Operations & Store Experience.

📍 London, UK

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

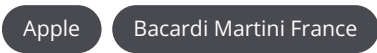
French (Native)

## About

Experienced International Wholesale with a demonstrated history of working in the FMCG and electronics industry. Strong experience in international Sales and Operations. A results driven individual that loves leading and working through teams to deliver superior customer experience and results. Experience in sales negotiation and leadership as well as specialised expertise in merchandising and program strategy, development and management.

I am action oriented and passionate about customer experience, I strive for excellence and work to take calculated risks to achieve the best results and deliverables . I enjoy working with companies who have great vision and high quality products and services . I have been at the heart of key product and category launches at Apple such as the iPod, iPhone, iPad and Apple Watch.

### BRANDS WORKED WITH



## Experience



### ● Director, WW Wholesale & Operations | Store Experience

Apple | Nov 2019 -

Strategy development and leadership of Apple's Channel Merchandising Programs working in collaboration with WW marketing , design, finance and procurement.

Commercial management of all fixtures and design, as well as maintenance and refresh strategy (Retail Consumer Electronics, Carrier & Mono-brand Resellers).

Managing a team of 70+ people across 4 dedicated teams ( Store Development, Store Operation , Strategic Supply Chain , New Product Introduction ).

WW Budget of + \$400m. Forecasting, Demand planning & Execution to support 9 Geos.

Supporting merchandising programs and Store Experience for 15,000 point of sales WW. Daily coordination of Apple cross-functional teams to define new Apple Design language at cost target . Oversee programs development together with approved vendor and supply chain for fixtures and ancillaries.

Driving the planning and execution for New Product Introduction. Apple launch. Goal was to ensure perfect consumer readiness following new product announcement.

Sell in and partnership meetings with Apple's key retail partners through regular face to face meetings & travel across all Regions .

Engaging regional sales leadership & teams to define Merchandising program strategy.

#### Key results

- Redefined entire development process for Merchandising programs development to deliver the ROI targets and enable a new design concept to cost target.
- Merchandising refresh of 6,600 locations in 3 years of our Tier 1 partners .
- NPI readiness improvements. Driving readiness targets from ready within 14 days post launch to 96% of partners ready for key product launches withing 24 hours.
- Forecast and budget delivery for 3 year vision of programs delivering improvements from 70% to 90% budget accuracy.
- Launched new Tier 1 & Flagship programs for Apple Shop in Shop and new store concept across all Geos in 2 years . 200 shop in shop and 150 stores and counting.



### ● Director Channel Sales Program & Merchandising Operations EMEA | Europe Middle East India Africa

Apple | Oct 2014 - Nov 2019

Development and leadership of Apple's Channel Branded Program deployment , maintenance and refresh strategy across Europe, Middle East, Africa & India (Retail Consumer Electronics, Carrier & Mono-brand Resellers).

Built, developed and now spearheading a Team of 25 Regional project managers and analysts, overseeing successful implementation and support of +8000 programs across 72 Countries - half of Apple's Channel installed base worldwide.

Regular travel to Western Europe, Middle East, Russia, Turkey and India to sell-in and build-on Apple's branded operational strategy to key Pan European Retailers aligned to their retail portfolio and merchandising readiness. Define Merchandising program strategy with country heads and teams .

Apply years of experience in operational excellence, merchandising and sales to successfully re-asses business processes, enabling qualitative and scalable growth across route-to-market for each EMEIA Country - developing innovative strategies & tools leveraged by Cupertino worldwide.

Acting during 9 months as India Sales Planning & Operation to support Channel Merchandising and Sales Training Strategy .

Key EMEIA Responsibilities:

- Forecast and management of annual budget for store deployment , maintenance and new product introduction support .
- Engage and influence Country Leads (Sales & Ops) to maximise merchandising & operational efficiency across established and emerging countries
- Drive collaboration within the EMEIA cross-functional leads at EMEIA HQ .
- Lead demand panning and inventory as well as resource allocation.
- Oversee E2E expert survey, merchandising and installation Vendors (supply chain management).



### ● **Head of Wholesale Merchandising Operations - EMEIA (Europe Middle East - Africa - India)**

Apple | Jan 2012 - Oct 2014

Lead Merchandising Wholesale Operation ( 5,000 + Merchandising Programs & stores across 72 countries ). Driving deployment of Apple Premium Reseller , Merchandising Program in Retail (Apple shops) support deployment of iPhone program with Carriers . Ensure perfect Merchandising execution, store Maintenance and Quality across all programs . Roll out Branded Campaign and and new Products introduction. Programs and Merchandising forecasting , process and vendors management , business and finance cases submission to WW . Manage a direct team of 20 Program managers . Ensure Cross functional coordination between design , Marketing , procurement and Finance team . Roll out Branded Campaign and Coordinate New Products Introduction.



### ● **Head of Retail Merchandising Program Operation - Europe - Middle East - Africa & India**

Apple | May 2010 - Jan 2012

Lead Apple Merchandising Program Operation across Europe, Middle East, Africa and India. Responsible for driving perfect execution of Merchandising Programs and Shop in Shops , deployment of New Programs , roll out of branded campaigns and new product introduction with EMEIA retailers . Programs and Merchandising forecasting , process and vendors management , business and finance cases submission to WW . Manage a direct team of retail Program Managers .



### ● **EMEIA Apple Shop Program Senior Manager**

Apple | Jan 2008 - Oct 2010



- **Retail Program Manager**

Apple | Oct 2005 - Jan 2008

- **Sales Development & Category Director**

Bacardi Martini France | Apr 2003 - Oct 2005

- Category Manager for Bacardi, focused on go to market strategy and business development.
- Responsible for the teams that drove merchandising strategy , plans and execution. Working with large FMCG retailers like Carrefour brand awareness and customer acquisition focused on themes of celebration and friendship.
- Delivered and executed 23 Marketing operations proposals in 2 years.

- **Director Sales development & New technologies**

Bacardi Martini France | Feb 2000 - May 2003

- End to end management of 40 field staff, driving plans for in store execution. Designed and delivered sales tools to manage and performance assess campaign effectiveness. Managed 5000 days of promoters
- B2B web site creation for external on and off trade customers

- **Sales Training Manager France (south )**

Bacardi Martini France | Sep 1996 - Jan 2000

- **Sales Executive south region ( off trade)**

Bacardi Martini France | Oct 1993 - Sep 1996

## Education & Training

1989 - 1993

- **ESC Aix en provence**

Master's degree,