



Pierre Mergui

Global Marketing Manager

Paris, France

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Languages

- Chinese (Basic)
- English (Native)
- Spanish (Fluent)
- Arabic (Basic)
- French (Native)

About

An experienced luxury and beauty marketing strategist, I bring over seven years of rich and diverse experience from leading organizations like Havas, L'Oréal, Unilever, Darton, Philip Morris, and entrepreneurial venture. My portfolio boasts of successful global and regional products and campaigns that blend creativity and data-driven decision making, resulting in significant business growth and brand recognition. I pride myself on my ability to lead dynamic teams, forge effective strategies, and drive digital innovation, making me a uniquely equipped leader in the fast-paced, constantly evolving luxury and beauty industry.

BRANDS WORKED WITH



Experience



● Portfolio Supervisor (Lead)

Philip Morris International | Aug 2022 - Apr 2023

- Focused on brands such as iQos, Veev, and Veeba, steering clear of tobacco.
- Managed go-to-market excellence and brand development initiatives.
- Built a local product development hub, accelerating flavor innovation.
- Developed a team of executives and coordinated 12 teams on initiatives.
- > Achieved robust results with +27% sales and +480% e-sales, setting a new EU record.



● Brand Manager

Unilever | May 2021 - Aug 2022

- Managed Dove, Dove Masterbrand, Love Beauty, Shea Moisture & Lifebuoy.
- Recruited, coached and trained team.
- Implemented a full portfolio revamp for Dove products.
- Led internal workshops and pro-innovation initiatives.
- Revamped Dove self esteem project.



● National Account Manager

Unilever | Mar 2020 - May 2021

- Leveraged a €30M budget.
- Managed a portfolio of 5 high-profile clients with a €250M sell-out value.



● Global Group Manager

DARTON GROUP | Jan 2019 - Mar 2020

- Led marketing mix creation efforts and managed division growth.
- Formed a team of 6 managers to deliver 4 brands based on Asia data trends.
- > Exceeded ROI targets by +50% by launching and selling the 4 newly created brands.



● Global Marketing Assistant

L'Oréal | Jun 2018 - Dec 2018



● Digital Consultant

LVMH | Jan 2018 - Jun 2018



- **Digital**

Club Med | Jan 2017 - Jul 2017



- **Global Brand Strategy Assistant**

Havas Group | Jan 2016 - Jul 2016

Education & Training

2016 - 2018

- **EMLyon**

Master of Science, Luxury Marketing & Management

2012 - 2016

- **EDC Paris**

Master, Marketing & Business