



Fabienne Fodor

SENIOR PRODUCT MARKETING
MANAGER

📍 Antwerpen, Belgique

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Languages

French (Native)

English (Fluent)

Dutch (Work Proficiency)

Spanish (Basic)

About

Senior manager with international experience in consumer goods. I have a proven record of driving business growth for various international brands, with expertise spanning across design, product development, sourcing and marketing. My key strengths lie in my 360° mindset, coupled with a keen sense of design and a pragmatic approach. This enables me to effectively translate market demands into successful products, efficient marketing actions and seamlessly collaborate with all departments.

BRANDS WORKED WITH

Founder of Aube

DELSEY PARIS

Hedgren

Experience



● International Director Product Marketing & Design

Hedgren | May 2015 - Apr 2022

In charge of global product management, global design, pricing & margins.

VP of global marketing from 2017 to 2020.

Collaborate to sourcing, forecasting and purchasing.

Results:

Improve the product portfolio performance (process and profitability).

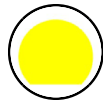
Significantly increase margins (+10 points).

Create new, sustainable and innovative collections with strong results and reach new consumers.

Collaborate to the repositioning of the brand.

Awards:

Excellence service award in Product and Marketing - Hedgren, 2016 and 2018



● Product Marketing Manager for the US market

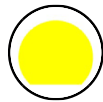
DELSEY PARIS | Sep 2012 - Mar 2015

In charge of product management for the US market, sourcing, pricing and margins.

Awards:

Innovation Award - TGA luggage show, USA, 2013 and 2014

Employee Reward, Delsey USA, 2013 - Outstanding effort that goes above and beyond job requirements.



● Marketing Manager Europe

DELSEY PARIS | Feb 2003 - Sep 2012

In charge of the Belgium office, global product development (mass market & back-to-school), licensing & B-to-B, sourcing, pricing & margins.

● Brand Manager

Chaudfontaine mineral water | Aug 2000 - Jan 2003

In charge of Sunland Plus fruit juices: brand management, in-store actions, budget.

In charge of advertising campaigns for Chaudfontaine water.



● Communication Coordinator

B&C Collection | Jul 1999 - Jul 2000

In charge of global communication and trade shows

● Marketing Coordinator

Curver | Jun 1994 - Jul 1999

In charge of global cushion & parasol product category, marketing, trade shows, media planning, budget.

- **Founder**

Founder of Aube | Jul 2022 - Now

Founder of AUBE, lifestyle bags for fashion-conscious yet pragmatic consumers.

Education & Training

1994 - 1995 ● **Ichec Brussels Management School**

Certificate of Strategic Marketing,

1988 - 1993 ● **University of Liège, Belgium**

Master of Economics,