



Caroline Neveu Joubert

Paris, France

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Languages

French (Native)

English (Fluent)

German (Work Proficiency)

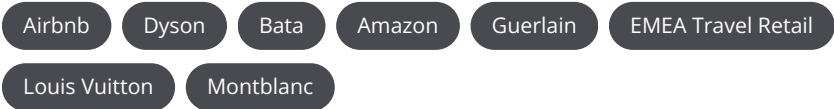
Spanish (Basic)

Italian (Basic)

About

20 years international experience in tech, luxury and cosmetics companies, with expertise as omnichannel, E-commerce, Sales and Marketing manager. Flexibility and adaptation within multicultural and multifunctional teams. Complex transversal projects lead inside matrix structures.

BRANDS WORKED WITH



Experience



● Manager, Community powered growth

Airbnb | Apr 2020 - Now

Global scale of Airbnb Concierge Service marketplace
Member of Hosting Services leadership team
2 direct reports. Indirect management of 20 call center agents
Business development
expanded the concierge network from 60 to 10 000+ within two years (2000m\$ GBV):
achievements included developing program awareness, establishing scalable onboarding processes, and assembling vendor agents' teams
managed network expansion to 10 countries including US: go to market strategy and collaboration with countries teams to adapt to local needs.



● Head of Direct Business, Digital media and Owner Experience

Dyson | Feb 2018 - Apr 2020

In charge of Dyson Direct channels, digital media activities and owner experience
11 people management: restructuring of the team
Member of Dyson France Management team
Business development: achieved 80m€ revenue (x3 in 2 years), holding a 30% Direct share
managed dyson.fr brand site and e-shop
expanded marketplaces network: Veepee, C Discount, Ebay & Back-market
oversaw other Direct channels: sales through services and physical direct
Digital Media
managed digital media budget and campaigns
introduced new traffic channels (Affiliation)
Owner Experience
developed a cross channels owner centric strategy through new services and CRM
managed relationship and motivation of external call center agents



● OMNICHANNEL COUNTRY MANAGER – FRANCE & SWITZERLAND

Bata | Feb 2014 - Jun 2017

In charge of Bata.fr (+40% YoY) and Bata.ch (+16% YoY) development in a retail environment
Omnichannel
aligned offline/online operations with retail teams notably click&collect launch
managed marketplaces for France and EU (Zalando)
Marketing
initiated the launch of affiliation channel for Europe
external partnerships implementation (Ventes Privées, Groupon)
Logistic

daily operations and annual negotiations with suppliers resulting at
-15% costs decrease

Customer Service

France and Switzerland customer service management



● Project Manager Books

Amazon | Oct 2010 - Jul 2011

In charge of Amazon France Books demand – 150m€ revenue

- 5 people management
- Business development
- weekly analyze of demand metrics and trends and proposal of daily actions to sustain budget
- Projects leader for books category
- cooperation with Amazon EU traffic team to improve the performance of various channels
- follow-up and implementation of new site widgets aiming at improving user experience
- pricing projects coordination



● Senior Vendor Manager Books

Amazon | Jul 2010 - Dec 2012

Import and French Books vendors management (35 vendors, 50% of category revenue)

- Negotiation
- lead of yearly and ad hoc negotiations with French publishers
- coordination with EU import vendor managers in order to lead common T&Cs negotiations
- Business development
- coordination of demand, supply chain and vendor management teams to develop marketing actions, improve negotiations and supply chain processes
- writing and set-up of import books development plan
- Transversal projects
- vendor management support to amazon.it and.es launch
- books vendor database complete rework aiming at margin improvement, accuracy of ordering system and delivery delays improvement



● SELL-OUT MANAGER

Guerlain | Sep 2006 - Jul 2010

Definition and optimisation of headquarters strategy for Asia and Anglo-Saxon zone countries

- Marketing Coordination
- recommendation of launch strategy and investment priorities
- support to the operational execution of the regional marketing plans
- Forecasts
- challenge and follow-up of markets sales forecasts and promotion programs
- Innovation Business Team - Sell-Out leader for Make-up
- member of a multidisciplinary work-skills team dedicated to make-up axis: optimization of 3 years range plan and building of 360° launch platform for the markets



● Travel Retail Emea, Operational product manager

Guerlain | Jan 2004 - Sep 2006

Adaptation, building and set-up of the Travel Retail strategy on 150 airports

Operational Marketing

adaptation and communication of the international strategy to the Travel Retail network

development and follow-up of the promotional plan of the zone main operators

creation and management of an annual incentive program for the sales forces

Analysis and sales forecasts

monthly management of a 1200 Skus forecasts basis

Project leader for the main yearly events of the zone (Tax Free Exhibition, training seminars...)



- **PRODUCT MANAGER ASSISTANT**

Louis Vuitton | Jan 2003 - Jan 2004

Operational Marketing then development

- daily operational marketing support for the LV European stores (80 Boutiques in 22 countries)
- weekly reporting and analysis of new products sales
- involvement in the watches range development



- **Product Manager Assistant**

Montblanc | Jan 2001 - Dec 2001

OPERATIONAL MARKETING, THEN DEVELOPMENT

- coordination of boutiques building sites and Corners installation
- involvement in the watches, jewellery and eyewear ranges development

Education & Training

- **Georgia State University**

MBA,