



Dorothee Chedeville

CEO / CMO

Paris, France

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Languages

English (Fluent)

French (Native)

About

OPERATIONAL MARKETING - INTERNATIONAL BUSINESS DEVELOPMENT - MARKETING DIRECTOR LEADERSHIP - WINES & SPIRITS - FRAGRANCES & COSMETICS - 20 YEARS LUXURY INDUSTRY

Strategic, brand focused and commercially astute professional with track record spanning over 20 years within luxury segments in fragrances, cosmetics and wines industry. Proactive, intuitive, and engaging leader with extensive experience creating, refining, and implementing strategic marketing and business initiatives. Over the past decade I have created and rolled out strategic actions in Business development, Operational Marketing, Brand Repositioning, and Distribution strategies, using brand codes and DNAs as tools to build compelling storytelling. A charismatic leader, an "out of the box" solution seeker who fosters an environment that encourages accountability and entrepreneurial spirit.

BRANDS WORKED WITH

Dior

Firmenich

Marc Jacobs

Parfums Givenchy

Veuvecliquot

Experience



● Marketing Director Europe (Interim)

Marc Jacobs | Sep 2021 - Dec 2021



● Global Senior Director - Fine Fragrances

Firmenich | Apr 2020 - Aug 2021

Report to Jerry Vittoria, President Fine Fragrances Worldwide Reporting line: 15 Employees (Perfumers, Consumer Intelligence, Fragrance development, Marketing, R&D) 3 Direct Reports (Senior and junior project managers) Financial Accountabilities: Responsible for approx. turnover €11 Million business of Puig key account Responsibilities:

- Accountable for all client facing initiatives, creating, defining, and deploying commercial strategy across Spain and French PUIG management teams
- Centralise, align employees and cooperate communications strategy across all departments, including top managements to ensure a focused and consistent message to all Puig brands Achievements:
- Implemented account upgraded strategic initiatives, creating 360° propositions, including process, product, and creative storytelling innovation for key must-win projects. Resulted in key account reactivation and signed the two biggest deals in a decade (+1.5M€ Carolina Herrera "212 Heroes" and +5M€ Paco Rabanne "Fame". Projected Budget impact 2022, +40%
- Conducted a portfolio granular value analysis, optimized growth and profitability levers
- Implemented a Sustainability forum, involving Executive management



● Global Business Development Director

Veuvecliquot | Apr 2013 - Mar 2020

Report to Jean-Marc Gallot President and Nadine Fau, International Sales Director Reporting line:

- Europe: 10 Direct Reports (Key markets Marketing Directors / brand managers)
- Asia, Canada LATAM: 7 Direct Reports (Key markets Marketing Directors / brand managers) Financial Accountabilities: Europe: Responsible for 8 key Countries and "other European" markets, with a turnover of €170 Million Asia, Canada & LATAM: Responsible for 7 key strategic Countries, with a turnover of €140 Million Responsibilities:
- Definition and implementation of growth acceleration plan for Europe key subsidiaries
- Brand repositioning in terms of image, assortment, and distribution plan in relevant markets
- Align and optimise product allocation by market with supply chain
- Set goals for midterm market P&L (5years) and support roll out through iterative, collaborative work with top management

•Accountable for presenting the main strategic initiatives to MH President Philippe Schaus. Achievements:

- +22% profit generated between 2015 and 2020 in Europe and +27% sales generated between 2013 and 2015
- Improved product mix across markets by leveraging "Premium" cuvées
- Rationalized brand exposure in mass retail in UK (Sainsburys) and Italy (Esselunga)
- Aligned local PR, media and marketing plans with global strategy with a market by market project management approach, streamlining existing initiatives to gain impact and consistency across region
- Conducted a full brand rehaul in Russia by streamlining distribution and communication, capitalizing on "luxury" heritage of Veuve Clicquot to increase desirability
- Initiated a deep dive consumer research study in Germany to improve and adapt marketing levers and raise champagne awareness
- Tested and approved multiple commercial deals with key partners to increase Rate of Sale
- Introduced Veuve Clicquot Businesswoman Award in new markets (Switzerland, Germany, Hong Kong, Australia) and signed a 1st time cross regional partnership with Guide Michelin (Belgium, Italy, Switzerland). Resulting in 30+ new key on trade premium outlets
- Initiated and produced the 1st Veuve Clicquot on-line global training platform by conducting a 360° diagnosis across key stakeholders to produce a comprehensive and aspirational sales driven module. Resulted in +500 employees trained and 100 employees hosted in Reims



● Marketing Director USA

Parfums Givenchy | Jan 2010 - Mar 2013

Report to Nicolas Munafo, President LVMH Fragrance Brands, USA Reporting line: 5 Direct Reports (project managers) Financial Accountabilities Responsible for approx. turnover of \$50Million for US Givenchy Perfumes and Cosmetics Responsibilities:

- In depth change management of brand repositioning in the US
- Definition of newly profitable business model leading to 1st year of profit realised in 2011 Achievements:
- Implementation of new distribution strategy to increase brand desirability: introduction of Givenchy fragrances in selective distribution (Bergdorf, Neimans, Saks) and 1st time fragrance window showcase at Bergdorf Goodman on 5th Avenue
- Elevated retailer steering meetings with 1sttime private viewing of Couture collection atBergdorf Goodman / Neiman Marcus conclave
- Initiated 1st everglobal summit meeting between Givenchy corporate, Givenchy US and Sephora US executive management for a collaborative partnership, inc. US exclusive product development
- Reinforced exclusivepartnership with Sephora, posting a +20%growth in make-upin 2012
- Alignment of local Couture and Fragrances business units to support brand image shift
- Strategic driving force in opening 1st beauty retail shop and US e-commerce site
- Managed 1st ever Uma Thurman and Simon Baker personal appearances generating +60% sales Additional Professional Summary:



● Business Development Manager Europe

Parfums Givenchy | Jan 2007 - Dec 2009



● UK Marketing Manager Fragrances, beauty

Dior | Sep 2003 - Dec 2006

Location: London

Education & Training

1999 - 2003

● ESCP Business School

Master, Master Marketing,

1997 - 1999 ● **Lycée Madeleine Daniélou**

Ecole préparatoire, Business