



Lorien Alecki

📍 Paris, France

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Languages

French (Native)

English (Fluent)

About

Experienced Senior Manager with 13 years of expertise in sales, marketing, and CRM projects across luxury and other sectors. MBA graduate from the #2 ranked program worldwide, with a proven track record of managing large strategic, functional, and technical teams.

BRANDS WORKED WITH

Accenture

LVMH

CHANEL

Experience



● Senior Manager: Business Transformation (luxury specialist)

Accenture | Jul 2021 - Now

Chanel | Clienteling project (4 months, €600K, 4 direct reports)
Piloted the Haute Couture Department Clienteling App project leading business requirements and overseeing the entire deployment process, securing an additional €500K in funding from the CTO due to project success.

Major French Luxury Maison | Customer Service project (3 months, €300K, 2 direct reports, confidential project)
Redesigned the customer contact touchpoints (phone, chatbot, etc.) to enhance efficiency, reducing customer wait times by 28% and processing costs by 13% through improved call deflection strategies.

AstraZeneca | Key Account Management project (1 year, €1,5M, 20 direct reports)
Directed the strategic planning, design, and implementation of AstraZeneca France Oncology's Key Account Management Solution. Highly regarded by sales and medical teams, the solution is now being deployed globally.

Major French Public Sector Organization | CRM project (6 months, €1M, 14 direct reports, confidential project)
Led dual CRM experimentation with Salesforce and Microsoft Dynamics, both including Copilot AI and featuring the same scope. This unique dual launch was a major success. Data are currently being analysed until Jan 2025.

Education & Training

2020 - 2021 ● INSEAD

MBA, MBA

2006 - 2011 ● CESACOM

Master, Corporate Communication