



# Fernando Martins

District manager Northern Europe chez Burberry

Paris, France

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## Links

[LinkedIn](#)

## Languages

Francese

Italiano

Inglese

Portoghese

Tedesco

Creole e pidgin, basate sul francese

## About

Hello, I'm Fernando Martins, I am a highly passionate leader with demonstrated ability to grow sales, income, and customer bases creating vibrant, successful, and highly profitable businesses.

I have the ability to implement new programs, technologies, and strategies that improve service delivery and promote sales growth aligned with the strategic goals.

I own strong recent history in managing departmental budgets, as well as profit and loss (P&L).

Furthermore, I am recognised for strong execution of proper merchandising standards, promotion standards, and creating displays in stores.

I have strong reputation for maintaining the company standards within the district by providing an exceptional shopping experience for the customer.

Also, I am dedicated to providing team leadership, to ensure consistent achievement of established goals while fostering a culture of accountability and continuous improvement.

I am an adaptable lifelong learner with a record of skillfully prioritising tasks, assuming ownership, and solving problems in ambiguous, constantly evolving business landscapes.

Connect with me today to find out how I'll make your mission my mission, to help bring all of your business objectives into focus!

While others take pride in meeting all standards set before them, my passion is for delivering service that goes beyond organizational expectations, creating a win-win scenario for everyone involved!

Please feel free to connect with me with any thoughts, comments, or questions about my work—I'm always interested in making new professional acquaintances.

### BRANDS WORKED WITH

Burberry

Diesel

DOLCE & GABBANA FRANCE

## Experience



### District manager Northern Europe

Burberry | Jul 2019 - Now

In my most recent role at Burberry, I devise retail strategy across the region to accomplish short and long-term business objectives. I use remote selling techniques (export sales & PBL) to drive measurable results. I administer budgets and forecasts to meet business goals.

Accomplishments I'm proud of:

Managed overall operations across five stores with 250 people and over \$100M turnover.

Opened one new store in Germany for continuous business development.

Launched CRM implementation to connect customers, streamline processes, and improve profitability.

Voir moins



- **Retail manager France & Monaco**

Diesel | Jan 2015 - May 2019

In my previous role as Retail Manager, I coordinated with marketing department for Press and Communication development. I set up three new stores to increase sales and revenue. I was accountable for P&L while analysing profit and loss. I evaluated individual performances through the development of coaching tools.

Selected Contributions:

Oversaw all facets of 20 stores including Flagship along with 180 people.

Saved costs in each store while increasing revenue and margins.

- **Area manager Europe**

DOLCE & GABBANA FRANCE | Jul 2010 - Sep 2014

During this role, I acted as the direct report for the buying and allocators team. I delivered outstanding services in the relocation of five stores.

Major Achievements:

Attained workflow optimisation in 12 stores with 240 people and 45M turnover.

Achieved Triple-digit growth in Netherlands via customer acquisition and new business development.

## Education & Training

- **Ista france**

Master's degree,