



Kenji Calmėjane

International Business Development Expert open for opportunities (Luxury, Cosmetics)

Paris, France

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Languages

English (Fluent)

French (Native)

German (Basic)

Japanese (Basic)

About

20 years of sales and marketing experience in the beauty industry, where I served in managerial roles – covering product development, operational marketing, and general management – with leading groups such as L'Oréal and Shiseido.

A vision-setter, storyteller, and tech enthusiast at heart, I have developed particular expertise in Asian consumers and the travel retail channel – fast-growing markets that have allowed me to leverage my creative mindset and hone my skills as a strategic international business accelerator.

As Consumer Experience Lead at Shiseido Travel Retail, I created unique experiences for travelling beauty consumers – across all their journey touchpoints – in the post-pandemic new normal.

BRANDS WORKED WITH

IBM Software France

Jakala SAS / Orchidea

LANCOME International (L'Oréal Group)

L'Oréal

Shiseido

Experience



● CX Lead Global Travel Retail

Shiseido | Jan 2020 - Jul 2022

Lead Shiseido Travel Retail transformation in Digital, Retail Design and Retail Excellence, to converge and create best-in-class travelers experience at a global scale in Travel Retail channel, for all Shiseido Group brands.



● General Manager Travel Retail Asia Pacific

Shiseido | May 2016 - Jan 2020

Front Office management of all Shiseido group brands over Travel Retail Asia Pacific Excl. Japan. PnL accountability of 11 Brands (Shiseido, Cle de Peau, Nars, Dolce&Gabbana, Anessa, IPSA, Elixir, Laura Mercier, The Ginza...), 15 Countries, 80 staff in SG, HK, AU.

Key achievement: From 2014 to 2019 - Net Sales x7 >700M USD. Profit % x2. >1B USD Retail Sales. Market Share x3.5 (1.8pt in 2014 to Est. 6.5pt in 2019). >15M USD Media and Digital investment. Brand image and Retail Execution streamlining.



● Regional Director Travel Retail Asia

Shiseido | Dec 2014 - Apr 2016

Regional Director Travel Retail Asia for Shiseido Group Skincare and Make-Up Brands



● Lancôme Area Manager

L'Oréal | Jul 2012 - Nov 2014

Business Development for the Lancôme brand over South East Asia Travel Retail market.



● Marketing Director Lancôme Travel Retail Asia

L'Oréal | Jul 2010 - Jul 2012

● Group Manager

LANCOME International (L'Oréal Group) | Jan 2008 - Jul 2010

Categories in charge

- Premium/top end luxury skincare

- Basic care

- Whitening (Asia specific)

- Coordination of Asia skincare product development and strategy.

- **Product Manager**

LANCOME International (L'Oréal Group) | Apr 2004 - Dec 2007

- **Entrepreneur**

Jakala SAS / Orchidea | Mar 2000 - Dec 2003

- **Pre-Sales Marketing - Lotus Software**

IBM Software France | Jul 1998 - Jul 2001

- **Business Transformation & Acceleration Consultant**

| Jan 2023 - Now

Support and coach Beauty brands, from <2M€ to >1B€ Net Sales on their path to growth and hypergrowth. Out of the box Strategic Thinking, Vision Building, Organization, Teams and individual empowerment, Business processes structuring and implementation, Front Office excellence.

Education & Training

1996 - 1999

- **Sciences Po**

Master of Finance,

1995 - 1996

- **Henri IV - Khâgne**

Bachelor of Arts,

1992 - 1996

- **Université Paris Nanterre**

Master of Philosophy,