



# Roberto Guerra

Store Manager

Zürich, Switzerland

[View profile on Dweet](#)

## Languages

Italian (Fluent)

French (Fluent)

English (Fluent)

Spanish (Work Proficiency)

German (Fluent)

## About

### BRANDS WORKED WITH

Architekten+partner

Architecture Offices of E.+t. Vannini

Architecture Offices of Schnebli-Amman-Ruchat

Christian Dior

Fidelio2

Gucci

Jimmy Choo

Navyboot

Sagola Ag (Boutique)

Schweizer Illustrierte Magazin

TOM FORD

## Experience



### ● Store Manager

TOM FORD | Jan 2017 - Now

MRTW, MSHOES, LEATHERGOODS, ACCESSORIES, PERFUMES, WATCHES  
Store Manager / Münsterhof

- Participated in the re-opening of the 3rd official Tom Ford Store in Europe
- Responsible for leading a team of 4
- CRM/Clienteling activities
- Business reports, analysis, follow-up of all sales and BDG
- Front and Back office operations in the Boutique
- Presentation of the collection in accordance with global VM guidelines
- Participation in inventories
- Coach the team in a daily basis on their selling skills and collection training
- Regular feedback on results and quality of work, improvement proposals and action plans.
- Organization of In-Store Events

### ● Store Manager

Christian Dior | Jan 2014 - Jan 2017

WRTW, WSHOES, LEATHERGOODS, ACCESSORIES, PERFUMES, JEWELLERY and WATCHES Store Manager / Bahnhofstrasse

- Responsible for leading a team of 12
- CRM/Clienteling activities
- Business reports, analysis, follow-up of all sales and BDG
- Front and Back office operations in the Boutique
- Participation in inventories
- Coach the team in a daily basis on their selling skills and collection training
- Regular feedback on results and quality of work, improvement proposals and action plans.
- Organization of In and Outside Store Events



### ● Store Manager

Jimmy Choo | Jan 2010 - Jan 2014

WSHOES, LEATHERGOODS, ACCESSORIES, PERFUMES Store Manager / Bahnhofstrasse

- Participated in the opening of the 1st Jimmy Choo Store in Switzerland
- Responsible for leading a team of 5
- CRM/Clienteling activities
- Business reports, analysis, follow-up of all sales and BDG
- Front and Back office operations in the Boutique
- Presentation of the collection in accordance with global VM guidelines
- Stockroom organization and control
- Participation in inventories according to procedure and eliminate for differences
- Coach the team in a daily basis on their selling skills and collection training
- Regular feedback on results and quality of work, improvement proposals and action plans.
- Organization of In-Store Events



## ● Store Manager

Gucci | Jan 2009 - Jan 2010

WRTW, MRTW, SHOES, LEATHERGOODS, ACCESSORIES, PERFUMES, JEWELLERY&WATCHES Store Manager / Postrasse

- Responsible for leading a team of 12
- CRM/Clienteling activities
- Business reports, analysis, follow-up of all sales and BDG
- Front and Back office operations in the Boutique
- Participation in inventories
- Coach the team in a daily basis on their selling skills and collection training
- Regular feedback on results and quality of work, improvement proposals and action plans.
- Organization of In-Store Events

## ● Store Manager

Fidelio2 | Jan 2002 - Jan 2009

WRTW, MRTW, SHOES, LEATHERGOODS, ACCESSORIES, PERFUMES, JEWELLERY Store Manager / Nuschelerstrasse Brands: D-Squared, Diane Von Fürstenberg, Paul Smith, Hugo Boss...

- Participated in the opening of the second Store in Zurich
- Responsible for leading a team of 7
- Responsible for purchasing the Men and Ladies collections
- Front and Back office operations in the Boutique
- Presentation of the collection in accordance with global VM guidelines
- Stockroom organization and control
- Participation in inventories

## ● Store Manager

Navyboot | Jan 2001 - Jan 2002

SHOES, LEATHERGOODS, ACCESSORIES. Store Manager / Bellevue

- Responsible for leading a team of 3
- Front and Back office operations in the Boutique
- Presentation of the collection in accordance with global VM guidelines
- Participation in inventories according to procedure and eliminate for differences
- Stockroom organization and control

## ● Sales assistant

Sagola Ag (Boutique | Jan 2000 - Jan 2001

## ● Stylist part-time

Schweizer Illustrierte Magazin | Jan 1999 - Jan 2000

Spenger.

## ● Arcitect

Architekten+partner | Jan 1997 - Jan 1999

## ● Employee

Architecture Offices of Schnebli-Amman-Ruchat | Jan 1993 - Jan 1997

## ● Employee

Architecture Offices of Schnebli-Amman-Ruchat | Jan 1991 - Jan 1993

Verscio.

## ● Employee

Architecture Offices of E.+t. Vannini | Jan 1989 - Jan 1991

construction draughtsman.