



# Michael Berggren

Global Expansion Expert | Driving Brand Success with Cultural Resonance and Strategic Insight

📍 London, UK

[View profile on Dweet](#)

## Links

[LinkedIn](#)

## Languages

English (Fluent)

Italian (Native)

Spanish (Work Proficiency)

Swedish (Native)

## About

Dynamic and results-oriented Business Leader with over 20 years of experience in the beauty retail sector, specializing in driving sales growth, activating key accounts, and enhancing brand presence. Proven track record in developing and executing strategic sales strategies, building strong relationships with key stakeholders, and achieving sales targets. Adept at negotiating commercial terms, planning sales forecasting, and collaborating with marketing teams to drive traffic and sales conversion. Passionate about beauty, with a strategic and analytical approach to sales and business growth.

### BRANDS WORKED WITH

Great Lengths Universal Hair Extensions

Philip Kingsley

Henkel

## Experience

### ● International Business Specialist

| Aug 2020 - Jun 2024

Guided global brand launches and market expansions for brands like TAHE (Spain), Beauty Works (UK), Beautick (Italy), and Monacelli (Italy). Developed and executed market entry strategies, resulting in a 25% increase in market share.

Aligned brand messaging, products, and campaigns with diverse cultural preferences, achieving a 30% revenue growth.

Fostered cross-cultural communication, reducing project completion times by 20%.

### ● Chief Operating Officer (COO)

Great Lengths Universal Hair Extensions | Dec 2018 - Jun 2020

### ● Managing Director

Philip Kingsley | Oct 2016 - Nov 2018



### ● General Manager / Member of the Board of Henkel UK-IRE

Henkel | Mar 2013 - Feb 2016

Beauty care professional , brands: Schwarzkopf / Indola / Clynol



### ● General Manager / Member of the Board Henkel Italy

Henkel | Nov 2008 - Feb 2013



## Education & Training

1990 - 1993

### ● National University

Bachelor's Degree,

1981 - 1986

### ● grännaskolan

International Boardingschool,