



# Sandra Friedli

Director of Education

Marseille, France

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## Links

[LinkedIn](#)

## Languages

French (Native)

English (Fluent)

## About

Expert in the beauty industry specifically in training and sales. I wish to share the experience and expertise that I gained through more than 12 years in cosmetics all over the world.

### BRANDS WORKED WITH

Biologique Recherche

CODAGE Paris

Dermalogica

Jean-Claude Biguine

SOTHYS

## Experience



### ● Director of Education

CODAGE Paris | Apr 2022 - Oct 2022

Job creation - Implement the training and operation departments  
Hire and train the team for the training and operation departments  
Hire, train and supervise the flagship store team  
Implement the operation strategy and structure for the opening of Codage spas



### ● Director of Education

Biologique Recherche | Feb 2018 - Feb 2022

Job creation - Implement the training department structure and strategy  
Identify education needs or gaps within the professional channel.  
Develop programs and create curriculum to fill any educational needs.  
Work cross functionally, collaborate, and communicate closely with Sales, Brand, and Marketing Managers.  
Create and manage a full educational schedule and budget.  
Coordinate, schedule, execute and follow up on all train the trainers, trainings, beauty shows and educational events.  
Supports all corporate initiatives.



### ● International Trainer

SOTHYS | Feb 2015 - Jul 2017

Train therapists all over USA, Caribbean and Latin America  
Support the company's sales and marketing strategies.  
Prepare and execute seminars, in house and multiple day training classes.  
Host regional, advanced, specialized classes and VIP events.  
Contribute to media opportunities and editorial features.  
Adapt, change and create training documents .  
Coach, train and inspire spa associates, professional estheticians and therapists



### ● Educator & Training Manager

Dermalogica | May 2012 - Jan 2015

Grew internally from educator to manager  
Train and support the junior trainer to perform training and follow the brand guidelines. Train on other brands as per requirements.  
Maintain education facility.  
Organize and attend all trainings, events and brand activities.  
Support international accounts

### ● Spa supervisor

Jean-Claude Biguine | Oct 2010 - Mar 2012

Supervise the spa team (2 therapists, 4 mani-pedi)  
Team management.  
Customer service.  
Standards of technical service and hygiene.

## Education & Training

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2009 - 2010 ● **Center Ema Sup Parfumerie**  
Professional Certification, Luxe Cosmetics

2007 - 2009 ● **Beauty School Thalgo**  
BTEC Equivalent CIDESCO, Esthetic & Cosmetics