



Olivia Sosnowicz

Experienced Sales Director with a proven track record of driving international retail expansion.

Paris, France

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

French (Native)

English (Fluent)

About

I am an experienced Sales Director with a proven track record of developing luxury brands and driving international retail expansion. I am skilled in defining product strategy, leading marketing efforts, and managing international teams.

I am passionate about Retail and savoir-faire.

I am seeking a Sales Director role within the luxury industry to leverage my expertise in retail, wholesale, and operations to drive business growth and shape commercial strategies.

BRANDS WORKED WITH

- Coach
- Hermès
- Kerastase
- SCHIAPARELLI
- Van Cleef & Arpels

Experience



● CHIEF SALES OFFICER

SCHIAPARELLI | Jul 2021 - Jul 2023

Led the International Brand Development & Strategy Transformed an Haute Couture Atelier into a multi-million global RTW Brand

- Spearheaded the International Retail expansion and commercial negotiations with partners in the US, Middle East and Asia
- Worked closely with the Creative Director on defining the product strategy, collection plan, brand image and assets
- Led the Marketing strategy and orchestrated its execution: windows, pop-ups, trunk show, VIC events
- Set-up the Business Operations: ERP and reporting systems, budgets, open-to-buy, inventory management
- Designed the Schiaparelli Retail Excellence and Experience: service, selling ceremony and boutique environment
- Turned the Parisian Private Salons into a luxury shopping destination and highly profitable Flagship Boutique
- Hired and managed a global team of 20+ talents: head office, Area Managers and Brand Ambassadors

● INTERIM MANAGEMENT & CONSULTING

| Feb 2017 - Dec 2021

Clients Portfolio : 30+ brands

- Leveraged my international expertise in Retail, Wholesale, Merchandising, Operations and People Management to support companies in shaping their commercial and omnichannel strategies, while developing their international businesses
- Coached & mentored designers of the Fédération du PAP Incubator Program – TALENTS



● SENIOR SALES DIRECTOR

Coach | Apr 2010 - Feb 2017

Launched and developed the EMEA Wholesale Business of a global multi-billion company Conducted the Retail footprint expansion in France

- Spearheaded the territories expansion and commercial negotiations with partners: department stores, agents, distributors
- Opened and grew a wholesale network of 400 POS, Retail flagship and concessions stores
- Accountable for the Wholesale revenue and 4-wall profitability
- Led the Operations build-up: opening of a Distribution Center, showrooms, inventory and reporting systems
- Budgeted and coordinated with the Communication Team all local Trade Marketing activations
- Hired and managed a team of 30 people to grow the wholesale business: corporate and field
- Redefined the Retail team structure; oversaw a team of a 100+ sales staff

- Partnered with Global Merchandising on defining the EMEA product assortment and pricing strategy



● **MERCHANDISING & BUYING DIRECTOR**

Van Cleef & Arpels | Apr 2006 - Apr 2010

- Supported the fast-growing American business with sharp product strategies
- Led and executed the collections launch strategy for the High Jewelry, Jewelry and Watch Collections
 - Defined the store product assortments, local pricing and Open-to-Buy
 - Developed and rolled-out the selling and training tools to the Market
 - Coordinated the VIC and Trade Marketing activations
 - Managed a team of 5 product managers



● **MARKETING & SALES COORDINATOR**

Hermès | Feb 2003 - Jan 2006

- Established the Art de Vivre Division as a profitable Business Unit
- Assisted the Regional Sales Managers: sales reporting & analysis, liaison with the partners and Customer Service
 - Monitored department's P&L, prepared the annual budget, 3-year plan (250 POS)
 - Coordinated Trunk Shows and Trade Marketing activations
 - Handled coop advertising: budget per account and product placements
 - Participated in the Tabletop Fairs of New York, Paris, Frankfurt and Atlanta



● **ASSISTANT PRODUCT MANAGER**

Kerastase | Jan 2002 - Aug 2002

- Participated to the worldwide launch of a new range Nutri-Sculpt: line concept, packaging, positioning
- Developed training tools and Visual Merchandising guidelines for all Business Units
- Monitored laboratories trials and reporting

Education & Training

- 2000 - 2000 ● **Napier University**
Marketing and International Business, Marketing and International Business
- 2000 - 2000 ● **UNIVERSIDAD DE LENGUAS MODERNAS**
Spanish Certificate, Spanish
- 1999 - 2003 ● **INSEEC**
International Business, International Business
- 1996 - 1999 ● **International High School**
A-Level Degree in Economics and Political Sciences, Economics