



Francesco Paparella

General Manager presso
Watches of Switzerland.

📍 London, UK

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Languages

English, Italian, Spanish, Russian.

About

I am a Senior Retail Director with extensive shop floor management experience in the Luxury industry. I combine exceptional people skills with business-management skills to drive gains in revenue, market share and profit performance.

I have designed and implemented retail strategies for new and existing retail units for major retailers.

In my current role General Manager at Watches of Switzerland I manage 30 staff members and deliver annual budget.

I played a key role in the set-up of company structures including; developing systems and

procedures, planning and implementing agreed strategies.

I have delivered process improvements through keeping track of KPIs related to inter alia, customer

service, conversion rate, product time to market, stock control and shrinkage.

Extensive experience has been gained in managing P&L for major retailers, process improvement, staff development, retail data analysis, accounts management, budgeting and regulations compliance. Throughout my career, I have developed an ability to design tailored solutions to customer requirements based on comprehensive customer mapping.

My strong ability to facilitate cross-functional team communication and collaboration has prepared the company I worked for, for fast growth and profitability and analysis.

To find out more please connect with me and send me an InMail.

BRANDS WORKED WITH

Brioni

Brunello Cucinelli

Christian Dior Couture

Corneliani S.p.A

Mangas - Made to measure

Mercury

Selfridges

Watches of Switzerland

Experience



● General Manager

Watches of Switzerland | Feb 2020 -

General Manager Watches of Switzerland: Audermur Piguët, Rolex, Hublot, Jaeger Le Coultre, IWC, Omega, Cartier, Tudor, Breitling, Panerai,



● Sales Director

Mercury | Feb 2017 - Apr 2019

Retail Sales Director
Loro Piana, Zilli, Kiton, Ermenegildo Zegna, Brioni
Tretyakovskiy Proyezd
Moscow

In this role I am directly responsible for management of 95 staff members and annual budget planning for five locations, I set-up company structures including, achieved annual sales and profit targets and consistently deliver process improvements. I also manage cross-functional teams, design supply chain strategies, and create a customer-centric culture across the retail sales function. I have contributed to stock reduction through implementation of comprehensive stock control systems and stock control staff supervision.



● Flagship Store Dior Homme Manager Bond Street

Christian Dior Couture | Mar 2016 - Dec 2016

I designed comprehensive plans and strategies for the menswear department prior to the opening of the Mansion, played a role in staff recruitment and development and managed day-to-day operations of the department. I conducted stock audits to minimise stock loss, ensured creative display of merchandise to reflect current demand, built customer loyalty and ensured development of essential sales

skills by the sales staff. I also conducted market and competitor analysis and proposed strategies for future market development to the team.



- **Manager**

Brunello Cucinelli | Jul 2014 - Nov 2015

I motivated staff and instilled a shared commitment to customer, developed staff development programme for the sales team, held full P&L accountability, and collaborated with the HR department in staff recruitment and training. I also designed and implemented CRM tools, reached new customer segments and increased total sales by 6% through development of a personal shopping tool. I also organised promotional events at company level and ensured loss prevention through effectively managing procurement, allocation, stock analysis and audit reporting.



- **Manager**

Brioni | Sep 2011 - Jul 2014

I effectively managed all sales operations, developed the sales team to understand product features, improved cross-functional team communication and collaboration and Monitored team performance using performance management tools. I also analysed sales figures, monitored the weekly/monthly budget achievement and took corrective action where necessary. I coordinated with the UK and Northern European Brioni Directors to improve sales, and liaised with buyers in Milan for new season's stock.
My notable achievement in this role was;
>Decreasing stock loss from 1.5% to 0.1%



- **Manager**

Selfridges | Jan 2011 - Jan 2015

- **Responsible made to measure**

Corneliani S.p.A | Sep 2007 - Sep 2011

I supervised a team of 12 and provided administrative support to the Store Manager, handled basic HR functions and conducted weekly audits to monitor inventory. Gathered and analysed market intelligence and introduced a new sales technique. I also handled customer enquiries obtained requested merchandise, completed payment transactions and prepared merchandise for delivery.
My most notable achievements in this role where;
>Contributing to 20% of the total Boutique turnover
>Achieving £1mil turnover as a Made to Measure Manager and £200k from RTW
>Implementing a new business idea that increased annual revenue
>Introducing the first Made to Measure event in the company and receiving recognition for delivering the best single sale of £80,000 in a day within the entire company
>Receiving the Made to Measure Manager of the Year Award in 2010
>Spearheading the concept of Corneliani's exclusive products to VIP customers.

- **manager**

Mangas - Made to measure | Feb 2003 - May 2006

Education & Training

1999 - 2001 ● **IT University Bari**

Associate's degree,

1992 - 1997 ● **ITC cerignola**

diploma,

