



Javier Brandwain

C-Suite & Board Member Global Business & Operations Architect.

Netanya, Israel

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Languages

English (Fluent)

Hebrew (Basic)

Italian (Basic)

Portuguese (Fluent)

Spanish (Native)

About

INTERNATIONAL BUSINESS ARCHITECT.

Results focused as a International Executive with 'C-Suite and Board Member' experience with public/listed companies, counting with a proven ability to identify and capitalize on international market opportunities to open/penetrate new markets, drive revenues and deliver strong bottom-line profit growth.

Proven ability to think outside the box conceive and launch new product offerings to expand market presence in highly competitive industry. Excels in building and managing strong business relationships and strategic alliances to create mutually beneficial business opportunities.

I have forged strong business partnerships and negotiated international deals that have delivered high figures in new and incremental revenues.

My strength lies in my ability to combine vision and strategic market planning with excellent relationship-building and negotiating strengths. Representative of professional accomplishments are the following:

* Identified opportunities for business expansion based on regional tastes and consumer preferences including introducing product lines, forging distribution partnerships and initiative licensing agreements.

* Penetrated new markets in The Americas, EU, and Asia on behalf Fashion/Apparel/Textile/Fash-Tech companies that has driven exponential growth and generated 7 digits in revenues and projected revenues.

* Orchestrated quick turnarounds of underperforming operations for international corporations.

* Forged relationships with major textile & fashion corporations in The Americas, Europe, and APAC, including close relationships at high management levels with the most recognized Department Stores in Asia, Europe, and LatAm, as well as others corporations in the textile-fashion-apparel fields across the globe.

* Developed franchising & licensing business models for fashion and Fash-Tech companies, including M&A and Joint Ventures setting up new operations

* Forged relationships with international corporations across the globe.

* Mastered Business Architecture Methodology.

BRANDS WORKED WITH

7 For All Mankind

Authentic Brands Group

Calvin Klein

Givenchy

MySize

Naiz Fit

REPLAY

Experience



● Board Member - Chairman of the Board (Brazil JV)

MySize | Aug 2022 - Now

Chairman of the Board of Directors of Mysize Brazil operation. Conception, creation, and set-up of Brazil operations/business units in compliance with company's HQs in Israel/US regulations. Architecture of business deployment in Brazil for all Mysize technologies for retail/e-tail.



● Chief Commercial Officer

MySize | Feb 2022 - Now

Chief Commercial Officer responsible for overseeing the objectives and implementation of all global commercial strategies.

Work closely with the CEO and be responsible for developing commercial and business development strategies that are optimized for both short-term results and long-term strategy.

Lead in detailing the definition of policies followed by the company on a global commercial level, making sure they fulfil the business's annual budgets and strategic plans, that includes construction of JV and M&A opportunities.

Identified and built M&A opportunities to generate inorganic growth (NAIZ FIT TECHNOLOGIES as acquired company Oct. 2022).

Ownership of the customer and the customer interface with company's products and services offering, making sure that all functions of the organization are aligned to meet its strategic commercial objectives.

Build, lead, and conduct expansion of company's global business development and commercial & marketing efforts.

Shared responsibility in preparation of sales plans, marketing, P&L estimations and budgets, using market demand, corporate goals and historical figures.



● Board Member

7 For All Mankind | Sep 2019 - Nov 2020

Board Member of 7 For All Mankind Brazil operation.

Conception, Creation, and Set-Up of Brazil operations/business in compliance with company HQs regulations.



● Director

7 For All Mankind | Jun 2017 - Nov 2020

Management of 7 For All Mankind business developments and operations within the LAC region (Latin America and Caribbean), at wholesale-retail-licensing-travel retail levels, including setup of direct operations/joint ventures in key markets; in direct liaison with 7 For All Mankind headquarters in Europe and USA.



● Chief Business Development

REPLAY | May 2016 - Jun 2017

In charge of business developments and operations expansion-control in Latin America-Caribbean and North East Asia regions.

- Elaboration of business development plans, design and implementation processes to support business growth, through customer and market definition.

- Facilitation of business growth by working together with business partners.

- Building and maintaining high-level contacts with current and prospective customer and other business and project partners.

- Driving prospects through to contract award (including identifying new customers and markets, developing approaches to the market, identifying prospects, proposal preparation, etc.)

- Development of marketing strategy with HQs teams.

- Identification, design, development and implementation of market-driven plans and services to achieve the company's mission

- Participation in strategic planning processes to ensure corporate strategies align with market drivers and support a customer intimate approach

- Identification and measurement of the key activities that create success in the marketplace then implement corporate policies, practices and metrics to ensure alignment

- Identification of potential strategic partners, alliances and relationships to expand core product lines or bring new product lines to the organization

- Collaboration with leadership and professional staff to develop and deliver new products and services

- Review of business development performance with HQs senior teams.

- Create a knowledge transfer philosophy for both internal and external clients.



- **Managing Director**

REPLAY | Sep 2015 - May 2016

Management of Fashion Box SpA - REPLAY brands operations, business developments and international expansion within the LAC region, at wholesale-retail-licensing-travel retail level; in direct liaison with Fashion Box SpA headquarters in Asolo, ITALY.

- Elaboration of corporate plans, annual business plans and monitor progress against these plans to ensure that the Company attains its objectives as cost-effectively and efficiently as possible.
- Strategic advice and guidance to the Chairman and the members of the Board, to keep them aware of developments within the industry and to ensure that the appropriate policies are developed to meet the Company's mission and objectives and to comply with all relevant statutory and other regulations in the assigned geographies.
- Representing the Company in negotiations with customers, strait business partners, and other key contacts to secure the most effective contract terms for the Company.
- Development and maintenance of effective formal and informal links with major customers, relevant strategic business partners, to exchange information and views and to ensure that the Company is providing the appropriate range and quality of services/products.



- **Managing Director**

Authentic Brands Group | Apr 2015 - Oct 2015

Management of ABG LLC operations, business developments and international expansion within the LAC region, in direct liaison with ABG LLC headquarters in New York.



- **Managing Director**

Calvin Klein | Nov 2010 - Feb 2014

Responsible for defining and implementing the operational and commercial strategy for Southern Hemisphere, as well as overseeing the RETAIL (Direct and Franchised), TRAVEL RETAIL, CONCESSION, and WHOLESALE businesses in the territory for: Calvin Klein Jeans, CKJ Accessories, cK, cK Accessories, Calvin Klein Kids, Calvin Klein Underwear, and Calvin Klein Swimwear.

Built Calvin Klein LatAm Travel retail project, development & control of operations.

Full P&L responsibility by region, country, channel, and line.



- **Business Director - LAC Region**

Givenchy | Jun 2010 - Nov 2010

In charge of all GIVENCHY business developments and operations at retail and wholesale levels.



- **Board Member**

Naiz Fit | Oct 2022 - May 2023

Board Member as consequence of company's acquisition by Mysize Inc.