



Vincent Debre

Senior Retail Operations Leader | Helping clients achieve profitability \$\$\$ through innovative growth strategy

📍 Dubai - United Arab Emirates

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Languages

English (Fluent)

French (Native)

Spanish (Work Proficiency)

About

With 20+ years of experience in retail management, brand development and customer satisfaction, I have been known for my history of success in maximising profitability and sales volumes across various industries. I contributed key efforts to the development, implementation, monitoring and review of a business strategy that maximises the retail net profit by driving sales and controlling costs; as well as building motivated and high-performing teams through effective leadership, guidance, training and development of retail staff. I am accustomed to current market trends, customer needs and local/internal competition in luxury/sports retail, as well as software companies, thus enabling me to fulfil various tasks within fast-paced working environment with quality results.

Career Highlights:

- >> Recognition for consistently achieving increased customer satisfaction and improving their experience as a lead customer success manager in Johnson Controls, Sensomatic and ShopperTrak.
- >> Reputation for translating strategic goals into retail operational plans to achieve required targeted growth in sales and profit as regional retail manger in Amouge Cosmetics and brand manager at Paris Gallery LLC.
- >> Establishment of strong cross-functional working relationships with geographically dispersed teams and positive business partnerships with customers through exceptional organisational skills and articulate communication utilising multilingual proficiency in French (Native), English (Fluent) and Spanish (Basic).

Skills and Specialities:

Retail Store Operations | P& L Management | Visual Merchandising | Sales & Forecasting | Data Gathering & Analytics
 Budgeting & Expense Monitoring | Market Research & Analysis | Staff Hiring & Recruitment | Training & Development
 Performance Evaluation | Brand Development | Strategic Planning & Development | Customer Relationship Building

Technical Acumen: Microsoft Office Suite (Excel, Word, PowerPoint, Outlook)

BRANDS WORKED WITH



Experience



● Lead Customer Success Manager, EMEA

Sensomatic | Sep 2017 - Sep 2022

Led key efforts, including end-to-end key account management from signature to renewal, software training, data analytics and client consulting to build and develop positive customer experience and maximise value, while fostering healthy working relationships to sustain business growth and profitability.

Facilitated customer data analysis and held effective product demonstrations to offer customised solutions based on customer needs and requirements.

- >> Succeeded in maintaining client retention rate by 90%, increasing additional revenue by 18% and boosting profitability by 6% through footfall traffic analytics software, along with in-depth data analysis.
- >> Enabled clients achieve KPIs through regular business and data reviews, which led to a 3-point increase in regional NPS and a 30% decrease in attrition.
- >> Met and exceeded client retention goals by 23% which significantly brought revenue growth.
- >> Demonstrated people management skills by effectively managing teams of seven to ensure growth and development through training and

coaching, motivation and performance, boosting staff morale and overall productivity.

- **Regional Retail Manager**

AMOUAGE COSMETICS | Jan 2016 - May 2017

Orchestrated GCC retail management of 17 operating shops across region with 120 staff, including daily operations management, budgeting, sales and marketing, training, while reporting directly to head of sales and CEO. Conducted review and analysis of regional sales and operational records and reports; utilised data to project sales and determined profitability goals and targets by keeping abreast of business needs aligned with new and current market conditions and trends.

>> Drove in-depth analyses of all operations, including guiding brand equity strength, as well as outlining and incorporating strategic planning into the formulation and execution of major marketing initiatives, which contributed to a 12% increase in revenue.

>> Adopted and utilised an efficient method for developing and launching a successful brand management plan that accelerated brand recognition, distinction, value, accessibility and consumer attachment by 12%%.

- **regional Brand manager ByKilian, Byredo , Clive Christian**

Paris Gallery LLC | Apr 2012 - Oct 2015

Managed several high-end luxury brands in Bahrain, Qatar, Kuwait and the United Arab Emirates, which included luxury market sales forecasting, P&L management, budgeting, marketing and staff development across several distribution channels. Ensured smooth operations of 45 stores by closely monitoring company's products, services and product lines, resonating with current or potential customers to align sales results with brand plan.

>> Streamlined purchasing and budget forecasting through efficient implementation resulting in optimised inventory and increased stock rotation.

>> Established and strengthened strong and long-lasting business relationships with international brands, retailers and leasing departments across a wide range of territories resulting in renewed distribution rights for the region.

>> Increased sales and brand market share by 10%+ through brand understanding and organisational support, along with an effective brand promise.

>> Achieved agent revenue and P&L bottom line growth by 23% through development of a comprehensive pricing structure and distribution agreement in line with the brand's ideals, as well as direction of stand-alone POS and various channel of distribution to partners.

- **Business Development Manager**

Leader Sport Trading | Jun 2011 - Mar 2012

>> Restructured processes of hiring, evaluating and training managers according to high-level retail and service standards resulting in lower staff turnover.

>> Brought significant reduction in staff turnover by 50% by expediting training store locations, standardising layout designs and conducting effective lease negotiations.

>> Boosted procurement efficiency and product turnover by 13% by conceptualising innovative approach for instituting and adapting analysis tools to restructure the retail organisation.

- **Regional Brand Manager**

Al Mana | Jan 2008 - Jan 2011

>> Established companywide reputation for overachieving sales objectives by 130% and quarterly targets by 20% through P&L management and high-level OTB supervision.

>> Designed and developed strategies on brand promotion, product development, sales techniques, inventory control and record management and staff supervision that met and surpassed predetermined sales and operational performance goals by 6%.

>> Improved supply chain efficiency by over 10%, along with sales target and stock inventory of 6 stores by applying industry best practices in

boosting overall turnover and reducing stock loss.

>> Regained customer trust and secured franchise agreements through effective franchise supervision, communication and support based on house brand, guidelines and commercial policy for 12 stores of GO SPORT and COURIR across the GCC market.

● Store Manager

Go Sport | Jan 2006 - Jan 2008

Organised and facilitated staff hiring process, conducting comprehensive trainings and evaluations through a multibrand sport and fashion shop according to the high retail standard. Held accountable for regulating and superintending 35 staff to escalate and accelerate performance, along with oversight complete budget, shrinkage, and stock loss level.

- Conferred with senior management to offer effective solutions turning store into a profitable model, and delivering staff training to drive sales and store productivity. Thoroughly examined store sales figures and guaranteed the proper following and compliance with all corporate and local regulations and procedures.
- Contributed in piloting rigorous market research while retaining awareness of up-to-date market trends and observing local competitors. Prepared and sustained accurate records of all pricing, sales, and activity reports.