



Isabelle Philippe

Vice President Sales

📍 London, UK

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Languages

English (Fluent)

Spanish (Basic)

French (Native)

About

Seasoned commercial leader with a strong record in driving profitable growth while improving structural efficiency. 20+ years of extensive sales and marketing experience in multiple sectors globally. Skilled at navigating multi-cultural environments, interacting, and engaging with stakeholders as well as building and developing strong teams to deliver goals in line with a company's vision. I am offering a strategic approach with a hands-on attitude combined with strong energy and dynamism. Additionally, I bring the technical expertise needed to achieve company's goals and my natural leadership skills will make a difference not only in the financial results but also in colleagues' development and engagement.

BRANDS WORKED WITH

EMEA
Essilor International
Kenneth Cole Watches
Linda Farrow

Movado Group
Radley London
Sansha
Timex
WTS Fashion

Experience

● Consultant

| Jan 2018 - Now

Consulting services in Sales & Marketing strategy
Consultant, 2018 – Present

- Brand Go to Market strategy, channel recommendation
 - Partnerships, negotiations, creating stakeholder value
 - Strategic planning, opportunity sizing and priority setting
 - Marketing, pricing, positioning, assortment management and launches
- As an example: Rotary: Assess International business and build blueprint for development. Created forecast and reporting tools. Elizabeth Scarlett: Defined omni channel wholesale strategy and international go to market plan and advisor to CEO



● Sales Director

Movado Group | Jan 2020 - Mar 2024

Managed Olivia Burton sales globally (owned brand c£38m) playing a pivotal role in implementing the new brand positioning in both direct to customer and wholesale channels. Partnered internally with subsidiaries and externally with retailers, Market place (Amazon) to adapt to the new strategy.

Successfully upgraded the London flagship store, overseeing the refit and building the retail team.

Created and presented to senior management a blueprint for retail expansion EMEA.

Lead North Asia Business Unit for Olivia Burton as well as for Movado license brands such as Hugo Boss, Coach, Tommy Hilfiger delivering a 16% increase in revenue since pre-Covid in a declining market.

Initiated Movado UK's green initiative to raise awareness and move the organisation to become more sustainable. Introduced a zero plastic policy and provided educational interactive workshops.



● Commercial Director

Linda Farrow | Jan 2019 - Jan 2020

Developed the commercial strategy alongside the Founder to create value for future investors. Implemented successfully phase 1 by recruiting 3 sales agents for the DACH region and opened 2 new distributors (Brazil, and Morocco). As well as growing organically existing clients through negotiations to improve overall margin and boost sell out.

Managed retail stores, reducing operating costs to improve margin and developed franchise model successfully supporting the roll out in China.

Built and nurtured a strong sales and marketing team (12 people), identifying and developing internal talent, recruiting, and training new members while managing structural changes.

Secured collaboration with The Attico and Paco Rabane, handled the

contract and built a plan for Isabel Marant and Karl Lagerfeld's collaboration.



● Head of Global Sales

Radley London | Jan 2016 - Jan 2018

Managed and supported 14% growth (c£26m to c£30m) while restructuring the team (headcount reduced by 26%) to increase profitability and deliver a higher contribution to company EBITDA.

Consolidated 220 accounts into three focus priority groups to maximise operational efficiency and strengthen relationship with key UK retailers such as John Lewis, HOF, Very.

Expanded partnership with Debenhams with a scaled bespoke footprint extension enabling sales to increase from c£1m to c£4.5m.

Increased Australian market penetration by successfully launching both a new partnership with Myer department store and a local online partner; led to quadrupling results.

Increased the travel retail channel (+29% YOY) through the creation of a dedicated retail program combining customised fixtures and an exclusive product range. Led negotiations with Dufry to become part of their global supplier portfolio. Doubling Radley business in 3 years.

Operational Improvements: Analysed and transformed two business units into the new operational model to cease spiralling costs, saving approx. £500K.



● Vice President Sales & Marketing

Timex | Jan 2006 - Jan 2016

Led and managed a team of 25+ staff from retail stores to head office functions (planning, merchandising, marketing, and sales).

Shared P&L responsibility and managed turnover of c. £10.5m. Transformed a struggling business unit to a profitable model >10% ROS with a scalable structure for further growth.

Built strong relationships with key customers, resulting in significant growth from 5% to 14%.

Partnered closely with the 19 Guess Stores to create a watch and jewellery destination in the stores, contribution to total turnover grew from 12% to 23%.

Successfully launched the first fashion smart watch in the UK. Exclusive retail execution at Selfridges and at selected pop-up locations in cooperation with Signet Group combined with an e.com strategy.

Developed reporting and forecasting tools now used globally as a benchmark for operational excellence.

Education & Training

1995

● Institut Européen des affaires (IEA),

Bachelor of Science in Business Management,