



Vincent Jean-niard

Managing Director / CMO

Paris, France

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Links

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Languages

French (Native)

English (Fluent)

Portuguese (Fluent)

Spanish (Basic)

About

Managing Director & International Business Development with over 20 years of leadership experience on luxury beauty & fashion markets.

Areas of expertise:

- Omnichannel (Retail, Wholesale, E-com)
- Luxury goods
- P&L responsibility with focus on commercial development, distribution, marketing and operations
- Commercial and marketing strategy including go-to-market and change management
- Brand and campaign management
- Digital marketing (performance, SEO, SEA), social media and clienteling/CRM
- Leading and coaching managers in various locations and cultures to build energised and effective teams
- International (worked and lived in Europe, Asia, America) and TR

BRANDS WORKED WITH

Burberry

Esprit

L'Oréal

LVMH

Parfums Christian Dior

SSL International - Durex France

VALLAT & REFUGE

Experience

● Chief Marketing Officer | Entrepreneurship

VALLAT & REFUGE | Feb 2019 - Now

VALLAT | Luxury Real Estate | Annecy | Dec 2021-Dec 2022 Chief Marketing Officer

- Strategic mission overlooking all marketing activities supporting luxury property portfolio, a network of 12 agencies and a 5* Residence in Méribel (Antarès)
- Established overall Brand platform and product mix to raise perception and awareness
- Developed content, campaigns & communication strategy | Traditional (media/PR) | Digital (web/social/SEA/SEO)
- Initiated luxury UX framework, including CRM model (Hubspot solution)
- REFUGE | Interior Design | Megève | Feb 2019 - Present Co-Owner & CEO
- Set up the complete acquisition process of the company with investment partner
- Transformed the business model around three core activities: interior design, renovation, decoration
- Led the business development : strategy, marketing, sales, partnerships, finance, digital, UX
- Sold the company to new investors in Jun 2022, but currently still involved in business development



● SVP Global & Digital Marketing

Esprit | Apr 2017 - Dec 2018

- Managing Director position - Reporting to the CCO
- Developed and implemented global Brand platform and all consumer-facing & trade marketing activities
- Defined a new global ESPRIT positioning inspired by brand heritage with international agencies (NYC/LA/London)
- Established robust global marketing campaigns to support collection launches in ecom/retail/wholesale
- Focused strongly on digital (performance, SEO, SEA, display, social), CRM insight (9.3M customer base) and traditional media
- Upgraded consumer journeys on digital (new funnel, e-shop redesign, social, UX) and in stores (visual merchandising & retail tools)
- Led a global omnichannel marketing team of 80 people: creative studio, coms, digital, VM, data/insight, trade and regional marketing
- Marketing budget €90M



● Vice President Global Business Development & Digital Beauty

Burberry | Sep 2013 - Mar 2017

General Manager position - reporting to the SVP Beauty / COO

- Defined and led global growth strategies across e-com, distributors, retailers and retail stores in collaboration with regions and global marketing
- Supervised global sales with global network of distributors from contract to trade-marketing (ATL/BTL)
- Accelerated digital: burberry.com and partnerships with Top 20 beauty e retailers in the world
- Implemented new 'Burberry Beauty Box' standalones and beauty corners in own fashion stores
- Established trusted relationship with EMEA, Americas, APAC and corporate departments (finance, product, digital...)



● Managing Director Beauty UK & Ireland

LVMH | Mar 2009 - Aug 2013

While continuing the Dior role, promoted with a vision to reposition LVMH P&C (Dior/Givenchy/Guerlain/Acqua Di Parma/Pucci/ Fendi/Nude) as major UK player (#3) in close collaboration with each brand GM. Led the Shared Service Center (finance, HR, IT, operations) across brands.

● General Manager Beauty UK & Ireland

Parfums Christian Dior | Feb 2008 - Feb 2009

Reporting to Europe GM, full P&L responsibility, member of the European Executive Committee

- Developed & implemented Brand turnaround and digitalisation to drive market share growth
- Upgraded to retail luxury model: decreased promotions & distribution while boosting e-com, retail excellence and higher profitability star products
- Drove share of e-commerce (5% to 25%) through partnerships with key e retailers (Harrods, Feelunique, Boots, Selfridges) and social-media
- Re-positioned Brand image and increased top of mind: new advertising strategy, PR, and online/social. At POS, upgraded in-store UX with 80 renovations/year and training of 600 BAs
- Developed One Dior strategy with Fashion: joint media, PR and events and premium retailers negotiations
- Established rigorous processes and strict financial control to secure profit levels



● Brazil General Manager Luxury Product Division

L'Oréal | May 2006 - Jan 2008

Reporting to Brazil President I full P&L responsibility for strategic 2nd largest LATAM market I Member of Country's Executive Committee

- Launched new business models (Lancôme and Biotherm e-com, Sack's/ Sephora.com partnership, Biotherm in premium pharmacies,) while implemented modern commercial practices (sales productivity, trade marketing, category management) within perfumeries' network (450 POS)
- Strengthened image and awareness through 360° marketing activities
- Established financial & administrative backbone (logistics, taxes, imports, and HR) to secure bottom-line while optimizing flows & resources
- Led and motivated 1 10-member team, including workplace reengineering after years of instability



● Shu Uemura International Development Director

L'Oréal | Jul 2003 - May 2006

Reporting to Brand President. Responsible for global business strategy and deployment of newly acquired Japanese Brand (200 counters in department stores, 15 boutiques)

- Created & rolled-out global business model (Launches/Catalogue/Retail/ Communication/Pricing/Digital) to drive growth internationally
- Led local implementation in 14 countries through coordination team, while managing International Education
- Orchestrated Brand launches in China, Indonesia as well as USA re-launch in close collaboration with regions



- **Lancôme International | Coordination Manager Asia-Japan**

L'Oréal | Sep 2001 - Jun 2003

Reporting to International Development Director. Led the deployment of Lancôme in the Region (300 D- stores, 1,500 BCs)



- **Area Manager Continental Europe**

L'Oréal | May 2000 - Aug 2001

Operational business development: sell-in, sell-out, space negotiations, coop, merchandising, beauty advisors management and trade-marketing

- **Marketing Director France (Paris)**

SSL International - Durex France | May 1998 - Apr 2000

Defined and implemented operational trade & marketing strategies (pharmacies/mass), owned full marketing mix and supervised team.

- **International Brand & Digital Manager (London)**

SSL International - Durex France | May 1995 - Apr 1998

Implemented global Brand strategy with specific focus on new product development (global skus/world-wide branding/global packaging) and on the Durex global internet website.

Education & Training

1990 - 1995

- **MBA Institute**

Master , International Business