



Élisabeth Cabrera

CEO

Paris, France

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Languages

French (Fluent)

Italian (Basic)

Spanish (Native)

English (Fluent)

Catalan (Native)

About

With a rich background in luxury retail and omnichannel distribution, I've led international expansions, significantly grown sales, and mastered digital transformations. My experience spans high-profile brands, driving innovation in customer relationships and operational strategies to enhance brand visibility and profitability.

BRANDS WORKED WITH

Christian Dior Couture

Christofle

GROUPE EXPANSCIENCE (MUSTELA)

Poupette St Barth

Projet Dior Maison (License)

ST DUPONT

L'Oréal Paris

Experience



CEO

Poupette St Barth | Sep 2019 - Dec 2023

- Sales Leadership & Organizational Restructuring:

Led \$20M in sales revenue with 850 personnel across 2 production centers in Indonesia, 10 international stores, and 400+ points of sale globally.

Defined and executed a medium- to long-term strategic and operational roadmap, achieving remarkable growth by differentiating the business model within the luxury market segment.

- Strategic Achievements:

Wholesale Growth: Expanded geographically and through new luxury partners, achieving over 100% growth. Established presence in 15 new countries.

Retail Expansion: Increased retail sales by 20% by expanding into key resort locations and implementing specialized team structures.

Digital Expansion: Achieved 125% growth through own sales sites in EU, MO, AUS, and China (Wechat & LRB), utilizing a mix of digital marketing and influencer strategies.

- Operational Excellence:

Streamlined production and services to support growth, implementing on-demand production and optimizing costs and margins. Applied industrial principles to manual manufacturing processes.

Corporate Sustainability:

Developed and implemented an ESG policy and action plan across all production, distribution, and office sites, as well as in products and packaging.

- Brand Transformation:

Successfully revamped the brand's image to align with its luxury positioning, increasing brand awareness and visibility. Utilized influencer marketing and strategic product placements.

- Results:

Achieved outstanding results from 2019 to 2022, including a 100% sales growth and a remarkable 440% increase in EBITDA.



Omnichannel Brand Director

Devred 1902 | Sep 2015 - Sep 2019

Brand Transformation: Successfully transformed "DEVRED1902" from a distribution sign into a brand by introducing aspirational luxury elements and compelling storytelling.

Digital Brand Awareness: Achieved significant digital brand awareness through social networks and PR efforts, resulting in media value exceeding 1.5 M€ and over 1 million views per month.

Markdown Improvement: Increased markdown by 3 points.

Store Concept Deployment: Defined and deployed a new store concept across 353 points of sale, ensuring a consistent brand experience and achieving an average turnover increase of 15% per store.

Digital Transformation: Led the digital transformation of the brand, resulting in a 20% growth in website traffic with 3 million unique visitors

and a 60% increase in web turnover.

Digitization of Points of Sale: Spearheaded the digitization of points of sale by introducing seller tablets, dematerialized tickets, screens, and reporting tools.

Omnichannel Strategy: Played a pivotal role in the omnichannel strategy by designing and implementing on/off business plans, introducing unique customer initiatives, and leading the stock unification project, contributing to over 30% of online turnover.

Team Management: Managed a team of 17 people covering marketing & communication, CRM, digital, and architecture. Also served as a member of the Executive Committee.



● International Retail Director

Christian Dior Couture | Jan 2012 - Sep 2015

Defined and implemented the Brand strategy within Retail across 81 stores and 4 SIS (Shop-in-Shops) in Europe and the Middle East.

- Developed a local "Clienteling" strategy to enhance customer relationships and drive sales.
- Created and executed a personalized appointments strategy ("OTO appointments"), accounting for more than 38% of turnover.
- Coordinated 4000 customer call campaigns, leading to a +10% increase in VIC (Very Important Client) engagement and successful reactivation of 35% of customers through "Sleepers" campaigns.
- Introduced the "CRM Specialist" role in-store, which generated 10% of the turnover per shop.
- Ensured the profitability of "image" activities by establishing strong connections between events and shops, resulting in a minimum of +€2 million additional business with an ROI of 4.5.
- Defined and managed performance objectives (KPIs) by market and store, achieving a +5% conversion rate, +1% UPT (Units Per Transaction), +1.5% Retention Rate, and +6% Recruitment Rate. Coordinated Mystery shopping action plans with 3 campaigns per year.
- Managed a team of 12 professionals, overseeing the operational Marketing team at headquarters and subsidiary levels, and served as a member of the Executive Committee



● International Operational Marketing Director

S.T. Dupont | May 2007 - Jan 2012

Implemented a 360° Marketing and Brand Strategy:

– Focusing on driving turnover/sqm by tailoring assortments to different types of points of sales (+15% turnover)

– Played a critical role in the selection of store locations and layout, guaranteeing payback within 3 years

• Led the worldwide Retail strategy, which encompassed 17 stores and 91 SIS (Shop-in-Shop) locations, and implemented Retail Performance and the Dupont Retail Excellence Academy, training over 700 individuals.

• Successfully managed the Flagship store on avenue Montaigne in Paris for 2 years, achieving a +12% increase in sales over that period. Oversaw the revamping of the shop to align with the new concept and managed the sales team.

• Coordinated the expansion into the Russian and American markets while also overseeing significant growth in China (57 SIS) and Europe (45 Corners).

• Management: 5 people (development of sales support tools, Merchandising, Store concept and Training) & 20 retail teams (local)

• Had a direct reported line to my shareholder in Hong Kong



● Product & Group Product Manager

Christofle | Jan 1997 - Jan 2001

Product development

Full management of the Product life cycle



- **Operationnal marketing manager**

Christofle | Jan 2001 - Jan 2003

full construction of the operationnal marketing department (retail) :
calendar, partnerships, marketing plans and budgets. as well as the retail
bible.

- **International Product Manager Baby Hygiene**

mustela | Jan 1996 - Jan 1997

In charge of the Baby wipes' development

Education & Training

1994 - 1995 ● **EM LYON**

MBA,

1990 - 1994 ● **UIC Barcelone & Bentley College**

BBA Economy & Finance.,