



Joanna Toigo

Regional Area Manager at LVMH

📍 Dubai - United Arab Emirates

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Languages

English (Fluent)

French (Native)

German (Basic)

About

Leading brand acceleration or rebound with profitability optimization through network expansion, expenses management, software implementation, accounts opening and closing, accurate forecasts, transformation management and strict partner control.

With 15 years of brand management experience in the luxury industry, 4 different brands, from niche unknown start-ups to famous multi-nationals, skills developed in both commercial, marketing and training departments, I had the opportunity to do my own test, mistakes and learn from them.

This gave me a high expertise and 360 overview of what works and doesn't in retail and distribution, depending on what are the brand development goals—both qualitative (brand image and team spirit) and quantitative (profit and market shares). Today, I find my energy and self-satisfaction at work in transforming business models and creating new leverage to grow profitability while increasing revenue which implies, of course, a special appreciation for team management.

BRANDS WORKED WITH

ALEXANDRE.J

CHANEL - Dubai, UAE

LVMH

Experience



● Regional Area Manager - Givenchy & Kenzo perfumes and cosmetics

LVMH | Jan 2019 -



● Regional Manager - Middle East & Asia - Local Market & Travel Retail

ALEXANDRE.J | Oct 2015 - Jan 2019

ALEXANDRE.J - french niche perfume brand

Zone: Middle East & Asia – Local Market and Travel retail

Based in Dubai, UAE

Reporting to Brand Owner

=> Took over all retail, commercial and operational aspects to relaunch the brand and strengthen the regional distribution networks

- Handled full P&L on operations (retail and distribution) implementing financial and operational reports and analysis
- Built and managed a team of 54 people (Vs. 1 in 2015): defining the most efficient structure, KPIs and incentives implementation, hiring and coaching to succeed 2 brand managers, 3 supervisors, 1 trainer, 1 assistant, 47 sales ambassadors
- Partnered with regional customers to drive brand strategies and operational plans generating an overall incremental business of 525%
- Launched the distribution in 10 new countries (Qatar, Iran, Indonesia, Afghanistan, India, Australia, Philippines, Bangladesh, Egypt, Mauritius)
- Launched direct to retail operations in June 2016 in UAE, opening successively 10 pavilions and one flagship store
- Increased rankings by 20+ in Travel Retail
- Adapted the business development strategy: leading brand premiumization through portfolio update, accounts closing and strict partner control
- Created and implemented training, marketing, CRM, media and PR strategies focused on customer and ROI: call-to-action, data-driven decisions, KOL/KA involvement, push into digital media, ME/Asian-centric execution
- Led process re-engineering (store openings, retail operations and distribution, internal communication & reporting, logistic)

● Area Sales Supervisor

CHANEL - Dubai, UAE | May 2014 - Oct 2015

CHANEL – Parfums Beaute – Commercial Department

Based in Dubai, UAE

Zone : Qatar, Kuwait, Bahrain, Egypt – Local Markets and Duty Frees

=> Developed the business and implemented the brand strategy over 4 countries

- Defined sales targets and monitor sales performance
- Managed clients and commercial negotiations (margin, P&L, openings, orders)
- Defined the most efficient marketing strategy (launch plan, trade marketing, online external communication)
- Managed multi-cultural sales staff

● Trade Marketing Middle East & India

CHANEL - Dubai, UAE | Oct 2011 - Feb 2015

CHANEL – Parfums Beaute – Operational Marketing – Trade Marketing

Based in Dubai, UAE

Zone : UAE, KSA, Qatar, Kuwait, Lebanon, Oman, Jordan, India – Local Markets and Duty Frees

=> Implemented the Global Trade Marketing Plan in the region bringing innovation and return on investment

- Defined and implemented the Middle East trade marketing strategy
- Managed trade marketing budget (over 1 Million Euros)

● International Training Direction dpt Parfums Beauté

CHANEL - Dubai, UAE | Jun 2008 - Oct 2011

CHANEL – Parfums Beaute – International Training - Project manager

Based in Paris, France

Zone : World

Strategic department

=> Set up the worldwide training strategy for make-up and corporate axes to improve product knowledge and service quality on POS

Makeup tools development & implementation

- According to marketing plans
- In association with PR, makeup studio, laboratory, operational and strategic marketing teams
- Integrate creativity and new concept every semester to reboot pillars
- Training to "train the trainers" during international seminar (above 150 persons) every semester
- Coordination with the regions & market visit to guarantee coherent local implementation

Corporate tools development

- Company's history, heritage, symbols, codes & values
- Company's global organization
- In association with the conservatory, fashion and W&J training departments

Education & Training

2006 - 2009 ● SKEMA Business School

MASTER,