



Véronique Boudon

Head of sales | Area Manager
| International Key Account |
Négociation - Retail | Whole-
sale | Travel Retail

Paris, France

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Languages

English (Work Proficiency)

French (Native)

About

Enrichie de mon expérience à la fois chez les marques et dans le retail, je construis des relations commerciales pérennes en mobilisant l'ensemble des parties prenantes dans l'objectif de développer le chiffre d'affaire de manière rentable. Enthousiaste et en recherche permanente de solutions satisfaisantes pour les deux parties, je crée des relations de confiance avec mes interlocuteurs internes et externes, contribuant ainsi au développement du business.

Mon parcours m'a permis d'acquérir une vision variée et complète de la négociation commerciale :

Différents secteurs : Grande distribution & distribution sélective

Des 2 côtés : marque / fournisseur & retailer

Scope national & international.

Mes compétences :

Savoir-faire : Négociation | Stratégie commerciale | Politique commerciale | Gestion P&L | Achat | Pilotage de marge | Business development | Juridique | Supply chain | Category management | International | Anglais

Savoir être : Sens du collectif | Empathie | Esprit d'équipe | Gestion du stress | Aisance relationnelle | Persévérance | Capacité de travail

Secteurs : GMS | Grande distribution | Wholesale | Retail | Travel Retail | Sélectif | FMCG | PGC | Cosmétique | Luxe | Produits de consommation

BRANDS WORKED WITH

Candia

Lagardère Travel Retail

Sephora

Experience

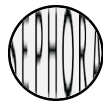


● Project Director - Travel Essentials France

Lagardère Travel Retail | Apr 2022 - Jul 2022

Prepared the response for the call to tender from Paris Airport :
Global and category offer strategy

A 10 year projection of turnover and profitability, global and by category



● European Negotiation Manager

Sephora | Mar 2019 - Oct 2021

Run annual commercial agreements (SI>€250M) in compliance with the legal framework and financial objectives (Dior, Estée Lauder Companies, Too Faced, Fresh, Make up Forever, etc.)

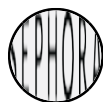
Lead negotiation of exclusivity for European scope in collaboration with internal departments (Category Management, Legal, Supply, Finance and Quality) and local teams

Build the European trade policy in line with Sephora's strategy

Monitor P&L: sell out, sell in, stock, margin, market share, etc.

Coordinate and coach all European countries in monitoring the business

Preferred contact for Russian team: provide coaching in negotiating local selective brands, harmonizing the structure of agreements, etc.



● France Selective Negotiation Manager

Sephora | Jan 2016 - Mar 2019

Ran annual commercial agreements (SI>€160M: Dior, Estée Lauder Companies, Clarins, La Prairie, Sanoflore, etc.) in compliance with the legal framework and surpassing the financial objective (+0.5pt margin/year)

Built the French trade policy in line with the company's strategy

Monitored the P&L: Sell Out, Sell In, Stock, Margin, and Market Share; in close cooperation with Supply, Finance and Controlling departments

Managed relationships with suppliers: main contact for brands to coordinate with other departments (Category Management, Training, Online, Supply, Merchandising, etc.)

Reviewed and optimized brand plans with Category Managers to achieve profitable growth

Legal advisor within the Negotiation team: prepared and shared all contractual documents in connection with the commercial strategy, coordinated the team on legal issues



● Key Account Manager

Candia | Mar 2012 - Dec 2015

Ran annual commercial agreements (TO>€75M) in accordance with sales guidelines and 3Net objectives

Protected volume and profitability regardless of a very tough context on milk price

Co-constructed the sales policy (price list & promotional policy)

Defined the negotiation strategy of each of my clients in accordance with allocated mandates

Managed one breakdown in the commercial relationship and then the resumption of business with the distributor

Monitored budgets in accordance with allocated mandates

Managed one trainee