



Deirdre McManus

"Success is going from failure to failure without losing enthusiasm" —Winston Churchill.

Glasgow, UK

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Languages

English

About

Experienced senior management and sales leader with a demonstrated history of working in the cosmetics industry. Skilled FMCG, Consumer Products, Sales, and Retail. Strong leader with significant experience to promote and sell a range of skin and wellness products to aesthetics clinics and, to aesthetic practitioners and business owners, winning new business, and providing an excellent standard of customer support so you retain clients and create opportunities for further business.

360 business acumen: product, sales & marketing, training
Proficient in all circuits of distribution and in all key markets
Talent driver, skilled in branding and events

BRANDS WORKED WITH

APIVITA SA

A.R.T Aesthetics Company(UK) Ltd.

Foothold Int.Ltd

Glorious Brands Ltd

Experience

● UK Business Development Manager

A.R.T Aesthetics Company(UK) Ltd. | Jun 2022 - Jun 2023

Reports directly to the CEO

Drive the expansion of brands portfolio across key accounts

Win new accounts within a defined area

Own and Seize New opportunities

Implementing plan of action to - increase sales - account development

- penetration of market share know competitors activity

Owning and strengthening relationships with existing customers

Developing and cultivating productive relationships with new customers

Responsible for overseeing managing accounts while prospecting 150-200 clinics

● UK Regional Brand Ambassador

Foothold Int.Ltd | Jun 2015 - May 2022

Brand Account Manager, Luxury Distributor

Jun 2015 - Jun 2022, Remote, UK

• Reporting to the CEO/MD

• All aspects of Service & Sales Training within the retail Beauty departments

• Responsible for events/staffing/promotional activity within all doors

• U.K. market - create a B2B B2C plan and execute

● UK Regional Sales Training Manager

APIVITA SA | Apr 2010 - Apr 2015

UK Regional Manager, M and S Beauty, APIVITA Ltd

Apr 2011 - May 2005

Reporting to the UK Country Manager

Service & Sales Training within the new M&S Beauty departments

Responsible for events/staffing/promotional activity within all doors

Launched May 2012-Became the No 1 Brand in the first month & maintained that position for the year.

• Built a new merchandise program that included an incentive for retailers, leading to 87% compliance

• Responsible for Sales and Service Training of staff and new launches

• Responsible for events, staffing and promotional activity within all doors

● Area Sales Manager

Glorious Brands Ltd | Mar 2009 - Apr 2010

- Reporting to the company Owner/CEO
- Responsibility for launching Clarisonic, Jurlique, 3Lab, into the UK Retailers
- Responsible for managing a sales team of 27 in the GB portfolio
- New Business Management – Negotiation, Marketing, staffing and budgets
- Managing Plans for individual retailers and budgets

Education & Training

2005 - 2009 ● **Laurel Bank School For Girls**
Higher National Diploma,