



Hakim Meddour

Global Commercial Director

Paris, France

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Languages

Spanish (Work Proficiency)

English (Fluent)

French (Native)

Mandarin (Basic)

About

Dynamic and accomplished professional with over 20 years of extensive experience driving sales, profitability and distribution channels expansion across Fashion, Luxury and Sporting goods industries. Proven track record in crafting effective go-to-market strategies, sales and marketing initiatives, P&L management, and team leadership. Recognized for strong interpersonal skills and results-driven approach.

BRANDS WORKED WITH

- Arcon Brands
- BOUCHERON (KERING)
- Customer Experience Group
- Esprit
- Fond Light Ltd - BATIPART Group
- FondLight Ltd - BATIPART GROUP
- HEAD Group
- JOTT (L Catterton)
- KLYS&Co International
- MELLOW YELLOW (ERAM GROUP)

Experience



Commercial Director

Arcon Brands | Oct 2023 - Now

ArcOn Brands is an established brand management & consultancy company that works with a select portfolio of premium brands. Our expertise includes GTM strategy, brand launch and management (Retail, Wholesale, TR, E-com), brand activation in Asia Fashion & Activewear Division Director Freelance

APAC Sales Director | Freelance

JOTT (L Catterton) | Jan 2022 - Aug 2023

JOTT is a leading lifestyle French brand (T/o €155Min 2022) - In 2021, L Catterton, the largest global consumer-focused private equity firm, has acquired a controlling interest.

Drafted GTM strategy (off & online) and roadmap for APAC markets. Successfully identified, negotiated and onboarded new Distributors in South Korea & Taiwan. Effectively managed seasonal sell-in sessions and budgets, achieving a 103% increase in sales (T/o 2021 = €886K vs T/o 2022 = €1,8M). Re-negotiated new commercial & financial terms (eg. GMR) with existing Chinese Franchisee. Oversaw franchise stores roll-out in China, scaling from 10 to 21 stores in 14 months. Defined China business model and built up a comprehensive 5-year business plan (Mainland China). Scouted and selected Brand Management (DOS) company and Tmall Partners. Ensured a global collaboration with DFS by introducing top management from both companies. Negotiated contract terms of two location with Everrich Duty Free (Taiwan). Conducted thorough sell-through analysis, pricing & market, and business intelligence.

Regional Director Greater China & Southeast Asia

HEAD Group | Mar 2019 - Mar 2021

HEAD Group is a global sporting goods Group organized into five divisions: Winter Sports, Racquet Sports, Diving, Sportswear, footwear and Licensing with a turnover exceeding US\$500 million.

Led and developed APAC distribution, increasing sell-in from US\$2.5M to US\$4M.

Managed operations of HEAD Group's regional office, overseeing HEAD,

Mares and SSI brands.

Support R&D team on developing specific products for APAC region.
Responsible of Regional office P&L and A&P budgets for APAC markets (Distribution).

Negotiated distribution agreements and sponsorship contracts with strategic Partners.

Led product and pricing strategy implementation in the region.

Recruited, managed, and coached a high-performing team of 17 members.

Managed due diligence of ZOGGS brand (HK) and turnaround.

● APAC Commercial Director

BOUCHERON (KERING) | Dec 2017 - Aug 2018

Successfully coordinated 4 store openings in Mainland China, Hong Kong and Macau.

Supervised recruitment, onboarding and training of the sales staff.

Led commercial, CRM, merchandising, and operation teams within the regional office.

Developed strategies, set store KPIs, and managed sales, training, and CRM budgets.

Proposed and implemented initiatives to Identify, recruit and retain new VVICs.

Implemented Retail Excellence programs in Hong Kong and Macau, resulting in a +21% store performance increase.

Created and executed commission schemes for Travel Retail staff (DFS Four season's Macau).

● Asia Sales Manager

MELLOW YELLOW (ERAM GROUP) | Jul 2016 - Jul 2017

Eram Group is one of the leading French groups manufacturing and distributing Footwear.

Created and executed market entry strategies and business plans for APAC region.

Developed new strategic opportunities, managed Franchisees and Wholesale Key Accounts.

Negotiated store roll-outs with major Partners in South Korea, China, and Singapore.

Oversaw new POS openings with DFS Travel Retail in Siem Reap and Hainan.

● Regional Business Development Manager

Customer Experience Group | Jun 2016 - Nov 2016

Global Customer Experience Agency focus on Luxury brands

Set up sales strategies aligned with market needs and organized business meetings.

Presented on customer experience topics to Top Management and C-suite.

Closed deals with luxury brands for assessments, training, and customer engagement improvements.

Closed business deals with Tory Burch (Customer Ex Assessment in APAC), GRAFF Diamond (Sales Advisors Training in South Korea) & Chanel Fashion (Improvement of 2nd tiers customer engagement)

● General Manager

FondLight Ltd - BATIPART GROUP | Apr 2012 - Feb 2016

Fondlight Ltd, Asia subsidiary of Batipart Group is a holding company that carries out investments internationally in Real Estate, Hospitality & Consumer goods - Hong Kong: Buying Office (FF&E/OS&E).

Orchestrated restructuring and business transformation, achieving a 30% reduction in operational costs.

Led sales, production, logistics, sourcing and admin teams, managing 10 individuals.

Manage a team of 5 employees (logistic, customer service, sales and sourcing)

Managed P&L (subsidiary), sales forecast, and monitored KPIs.

Implemented business turnaround strategies, driving positive results.

- **Senior Brand Manager**

Fond Light Ltd - BATIPART Group | Apr 2012 - Jun 2014

From concept to launch DTC Kids/baby brand/E-commerce platform

Successfully managed a team of 11, overseeing e-commerce, digital marketing, IT, and CS.

Led branding, marketing, and distribution activities to achieve target GMV.

Worked closely with suppliers in China to develop 200+ products for baby and toddler lines (soft & hard goods).

Achieved impressive ROI of 5.78 and CR of 4.16%, T/o €850K the first year.



- **Brand Manager**

KLYS&Co International | Apr 2011 - Apr 2012

Hong Kong Distributor specialised in Premium Fashion brands (Retail, Franchise & WHS)

Negotiated and drafted distribution agreements (Franchises).

Managed relationships with distributors and retailers (Lane Crawford, Harvey Nichols, SOGO,..) in Asia.

Optimized sales performance across retail stores and wholesale distribution.

Designed and executed regional and local marketing plans.



- **Franchise Manager (Women Collection)**

Esprit | Aug 2007 - Sep 2008

Managed the franchises network in the East of France (Opened 10 new franchisees from 36 to 46 stores - Increased the turnover by 12% YoY).

Planned yearly, seasonal, and monthly budgets.

Prospected new investors and real estate opportunities.

Supported retailers through KPI management, merchandising, and retailer staff training.



- **SALES MANAGER FRANCE**

Esprit | Sep 2006 - Feb 2011

Led growth efforts for the "Never Out Of Stock" department- Successfully increasing the turnover by 500%.

Managed a customer portfolio of 200 Franchisees, 800 multi-brands, and 160 shops-in-shops.

Coached and trained 60 Sales Reps in driving the NOOS.



- **ACCOUNT MANAGER MULTI-BRANDS**

Esprit | Sep 2006 - Aug 2007

Drove turnover and expanded the number of POS in the Northwest of France including Paris 2,7M€ to 3,5M€ (+29%) - Increased POS from 46 to 59.

Developed yearly, seasonal, and monthly budget plans and ensured POS commitment to targets.

Fostered strong relationships with retailers, supporting them in showcasing our products.

Education & Training

2021 - 2021

- **INSEAD**

Executive Certification - Digital Marketing Strategy & Customer Journey,,

2016 - 2017

- **Columbia Business School**

Certification - Digital Strategies for Business,,