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**f.lacroix@numericable.com**

French

50 years old, 3 children

Fluent in English, French, German, Spanish and Arabic, Mandarin and Italian notions



**GUEST SPEAKER / MARKETING – INTERNATIONAL TRADE- HUMAN RESOURCES**

**Excellent knowledge of retail - wholesale network**

**Watch and Jewelry**

**Middle-East / Africa**

**Eastern - Western Europe including Switzerland – Asia -South America**

**French- German- English-Spanish languages and Italian- Arabic notions**

**Beginner in Mandarin**

**Immediately available**

Managing a team of sales professionals

Developing and implementing a successful sales strategy

Expanding a current worldwide distribution network

Ensuring a flawless visual merchandising at the POS

Management and brand introduction through key accounts and chains of stores

Communication and custodianship of brand strategies internally to key audiences

Aggressive Sale policy targeted towards boutiques and Shop in Shops openings

Medias and Marketing Budgets follow-ups on local and travel retail markets

## EXPERIENCE

- 2017-2019 **Head of 2 Master 2 Programs at INSEEC Chambéry in France**
- Luxury
  - Hospitality and Event Management
  - Luxury Hospitality Food and Wine and Brand Management
- Since 2016 **INSEEC Bourget du lac**  
**Guest speaker in International Marketing, International Trade and Human Resources**
- 2017-2018  
Since 2017 **Guest teacher in CREA Genève, Luxury Marketing Programs**, course Brand Management  
**Guest Teacher in IFM Université**, course International Marketing, International Management  
**Guest Teacher in International Management School Geneva** course International Sales and Global Marketing and Operations Management  
**Guest Teacher in IPAC Business School** in Annecy, Chambéry and Grenoble.  
Course in Risk Management, International Management and Luxury Marketing.
- 2015-2017 **REUGE / World leader in luxury Music boxes**  
**KEY ACCOUNT MANAGER ,+ 46 %**  
Achievements:
- Worked on follow - up and direct development of key accounts
  - Co branding bespoke pieces with Hermes, Lancome, de Grisogono, Baccarat...
  - Management and brand introduction through key accounts, chains of stores and buying groups
  - Direct bespoke customised Sales to VIPs, Sultans, Head of Corporate
  - Develop and execute mid and long term Brand Strategy in the Area. Set-up actions to boost sales (staff training, incentives, stores refurbishment, assortments...)
  - Increase Brand passion and awareness with all stakeholders: final consumers, distributors, POS owners and retail staff
  - Provide to the HQ the information needed to manage efficiently Accounting, Finance and Logistic activities: Sales Forecast, Invoices, Sell-Out
- 2010- 2014  
Middle-East  
Eastern Europe  
Central Asia  
Africa **BERTOLUCCI / Swiss Watch manufacturer - Dickson Group**  
**INTERNATIONAL SALES DIRECTOR MIDDLE EAST –EUROPE, + 13 %**  
Achievements:
- Management and follow up from 26 Distributors in 25 countries
  - Management and follow up from 23 Distributors in 25 countries
  - Sales Rep Direct Management on our European Markets
  - Control the Brand Performance (turnover, market share, pco, share of voice...) and readjust the commercial and marketing strategy to meet business objectives
- 2008 - 2009  
Middle-East  
India  
South Africa **RAYMOND WEIL / Swiss Watch Manufacturer**  
**SALES DIRECTOR MIDDLE EAST , + 9 %**  
Achievements:
- Develop Corporate Retail : Management of 12 boutiques , opened 4 boutiques
  - Manage 18 Distributors in 15 Countries in addition to 7 Duty Free
  - Manage stock,purchase,delivery and work on development of key accounts
  - Set up objectives and develop sell – through strategies
  - Opened the subsidiary in India in Bangalore
- 2006-2007 **International MBA – Em-Lyon**  
Lyon - Shanghai

2000 – 2006  
Europe  
Middle-East  
South America  
Asia

**PAGET GROUP** / 15 Millions revenues -French Eyewear manufacturer, Morez, France  
**INTERNATIONAL DIRECTOR/4 Millions revenues, +42 %**  
NAF NAF - INES DE LA FRESSANGE-NEWMAN-FERAUD EYEWEAR

- Achievements:Managed sales force overseas and 2 Area Sales Managers
- Scheduled and organized annual shows
- Designed marketing and sales strategy for a new line of products
- Manage 36 distributors in 45 countries
- Opened 11 countries and 12 new distribution contracts

1998 - 1999  
Asia  
Europe

**BERTHET-BONDET** / 20 Millions revenues-French Eyewear manufacturer, Oyonnax,France  
**AREA SALES MANAGER /2 Millions revenues, +21%**  
ROCHAS-MUGLER-LACROIX-LAGERFELD-RYKIEL EYEWEAR  
Achievements

- Managed accounts for 26 wholesalers in 19 countries

1996 - 1997  
Asia  
Middle-East  
Europe

**CRISTALLERIES ROYALES DE CHAMPAGNE – HAVILAND** /12 million euros revenues  
**AREA SALES MANAGER/2 Millions euros revenues ,+11 %**

- Acted proactively to increase sales
- Managed accounts for 36 wholesalers in 19 countries

## EDUCATION

Aug 06 – Jan 08

**INTERNATIONAL MBA (EM-LYON)**  
**Master of Business Administration – MBA, 3<sup>rd</sup> French MBA**  
**CEIBS, Exchange student, ranked 11<sup>th</sup> MBA worldwide**

Lyon, France

Jan 07 – Apr 08

During the MBA, Consultant for Ludoparc, Business Unit of Plastic Omnium

Shanghai, China

Sept 89 - Oct 93

**EUROPEAN BUSINESS SCHOOL (EBS PARIS)**

Paris, France

Master Degree in Management

6 months in London and 6 months in Munich during the third year

## ADDITIONAL

1995

Officer in the French army managing 35 soldiers in the cavalry

1996

Leisure travel through South America

Bolivia, Peru, Brazil, Chile and Argentina – 5 months

2006

**Bocconi University, Learning Trip on Italian Entrepreneurship, Milan, Italy**

2007

**McComb University, Moot Corp, Business Plan Competition, Austin, USA**

2018

**Brevet Fédéral en Gestion de PME, CEFCO, Genève**