

## PROFESSIONAL EXPERIENCE

Significant experience in two Forbes Global 2000 companies of the Beauty industry, in New York  
Worked directly with Senior Vice-Presidents in charge of Strategy, Acquisitions, Value Creation and Global Value Distribution  
Built consensus on granular analyses, practical strategic and operational recommendations, metrics dashboards (20+ decks)  
Built trusted relationships with 10+ C-level executives, presented in steering committees, co-led 20+ cross-functional meetings

### PROFESSIONAL FREELANCER • France

January 2018 - Present

- Analyzed six European countries' innovation systems, benchmarked the largest companies' innovation strategies, and recommended a detailed development plan (with investments in pre-screened start-ups) for the Energy division of a French Fortune 500 company

### SHISEIDO AMERICAS CORP. • Forbes Global 2000 • New York, USA

June 2016 - June 2017

#### Analyst / Strategy, Acquisitions and Value Creation

- Developed proprietary insights by conducting in-depth analyses and developing novel ways to analyze the data
  - Sourced, synthesized multiple sources of data (CENSUS, CBRE, brands' store locators, financial statements, store KPIs, etc.)
  - Diagnosed performance through manager interviews, financial analyses, benchmarking, store visits, customer intercepts
  - Developed new metrics/tools, including a "store efficiency frontier" curve to model future sales and a regression-based model for traffic projection to identify new store locations
- Developed business cases with IRR and valuation for the takeover/divestment of two young ultra-prestige brands
  - Built bottom-up pro-forma projections at 5-to-10-year horizons with revenue projections based on market-by-market sizing analyses and a detailed expense model
- Developed scenarios for a luxury brand's long-term growth strategy in the US market, with restrained information
  - Determined core business, mapped and prioritized new revenue streams opportunities (addressable, serviceable and obtainable market sizing, penetration, fair share, traffic flows, competition intensity, customer touchpoints)
- Accelerated the turnaround of two owned retail fleets (200+ stores) to deliver 2020 strategic plan
  - Developed a fleet restructuring plan with store closures and new openings to maximize fleet profitability (170+ boutiques)
  - Defined a comprehensive, rapidly implementable transformation plan, with stretch KPI targets and a priority set of creative and tactical initiatives, for off-price retail stores (40 stores) to grow sales by 20%
- Analyzed, for the executive leadership committee, the opportunity to recapture \$10M on Point of Sale Materials
  - Created a tool, based on predictive analytics and market studies, to optimize and reduce an equivalent of 7 person-days of manual tasks

### COTY INC. • Forbes Global 2000 • New York, USA

May - August 2015

#### Analyst / Channel Diversification Strategy

- Developed a retail strategy (boutique and discount) for a new chain in an aggressive one-month timeframe
  - Benchmarked competitors (products, pricing, customer touchpoints, competitor models) and created growth scenarios
- Created a dashboard of key metrics to improve sales planning, wholesale and retail inventory management

## EDUCATION

### EDHEC BUSINESS SCHOOL • Nice, France

September 2014 - May 2018

Master in Management / MSc in Corporate Finance (*Grande Ecole - post preparatory classes with Majors in Mathematics, Economics*)

- Ranked #1 Masters in Finance Pre-experience worldwide by the Financial Times (2017)
- Initiated the launch of an advanced statistics class (Mark: 19/20)
- Developed an award-winning VBA stock portfolio management program (top 2 out of 80 teams)
- Thesis on "Reassessing the impact of corporate cash holdings on growth to facilitate the arbitrage of active investment funds"

## ACHIEVEMENTS AND LEADERSHIP

### Visited 7 Latin-American countries in a one-month timeframe with a lightweight backpack (<10kg)

July - August 2017

- Adopted a streamlined approach and a shrewd preparation to maximize the number of and the time spent at major points of interest

### Team leader and winner of the Credit Agricole - EDHEC Challenge (out of 40 teams) • Nice, France

April 2016

- Led an 8-member team through the creation of an Uber-style platform for retail banking services, backed by Stiglitz's theories
- Developed and pitched a vision about "Fulfilled Citizens, Powered Businesses, New Cities": 

### Sailing association's President (one year), sailing Instructor, national-level regatta racer • Brest, France

2009 - 2013

- Relaunched sponsorship seeking processes and match-racing trainings, leading to podiums on national-level regattas

## LANGUAGES, ICT SKILLS AND FAVORITE BOOKS

Fluent in: French, English, Spanish

Proficient in: MS Office, Infographics, VBA/add-ins, MatLab, Web scraping, Bloomberg/NPD/Euromonitor, Cognos, MicroStrategy

Inspired by: Zook, C., Allen, J., *Profit from the core* (2010); Graham, B., *The Intelligent Investor* (1949); Bénassy-Quéré, A. et al., *Politique Economique* (2012), Nietzsche, F., *The Birth of Tragedy* (1872)