

Gianguido Bianco

Managing Director @ L'Oréal

Summary

Senior global executive in the luxury and professional beauty sector with a proven track record of business turnaround and business scale up in Europe, Middle East, Asia and Americas.

25+ years of experience in general management, marketing, sales, retail.

- **Managing Director L'Oréal Dermatological Beauty Italy**

gen 2023 - Presente · 8 mesi

Milan, Lombardy, Italy

Lead the L'Oréal Dermatological Beauty division on the Italian market. Full P&L accountability. Responsible for developing the brand portfolio - including La Roche-Posay, Vichy, Cerave and Skinceuticals - and for making those brands the most prescribed by derms and all health practitioners.

- **Managing Director L'Oréal Travel Retail EMEA**

apr 2018 - gen 2023 · 4 anni 10 mesi

Paris Area, France

Responsible for developing the L'Oréal Group's portfolio of 26 brands in Travel Retail EMEA region. Full P&L responsibility.

Achieve consistent market share gains year after year to reinforce leadership in each category.

Manage the biggest crisis of the industry and bring back the subsidiary to profitable growth within one year.

- **General Manager Lancome and Clarisonic - Travel Retail Americas**

ott 2014 - mar 2018 · 3 anni 6 mesi

Miami, Florida, United States

Responsible for developing brand sales, detecting business opportunities and negotiating commercial terms. Management of marketing, sales, training, merchandising, digital, finance and operations teams. P&L responsibility.

Consistent market share gain in both North and Latin America, consolidation of #1 rank in the region.

- **Deputy General Manager Worldwide Shu Uemura**

lug 2012 - set 2014 · 2 anni 3 mesi

Tokyo, Japan

Lead the business development, education and retail, merchandising and digital departments of Shu Uemura international.

Achieve successful repositioning of the brand and retail transformation through a brand new retail identity.

Consolidate market share in key make-up Asian markets, beat MAC in China.

- **Brand Manager Yves Saint Laurent Spain**

gen 2011 - lug 2012 · 1 anno 7 mesi

Madrid Area, Spain

Lead sales, marketing, merchandising, training and PR.

Bring brand to #1 fastest growing beauty brand and #2 in PR share of influence through local endorsements, make-up productions, special media formats and retail events.

- **Marketing Director Lancome France**

lug 2008 - dic 2010 · 2 anni 6 mesi

Paris Area, France

Head of marketing and trade marketing department.

Blockbuster launches powered by 360° activations: Génifique #1 skincare, Hypnose #1 mascara, Teint Miracle #1 foundation.

- **Marketing Director Giorgio Armani Beauty Italy**

mag 2006 - giu 2008 · 2 anni 2 mesi

Milan Area, Italy

Product and trade marketing strategy, media planning.

Pilot country in Armani make-up roll-out. Consolidate leadership in Men fragrances with Acqua di Gio' #1.

- **International Group Marketing Manager Lancome Skincare**

apr 2003 - apr 2006 · 3 anni 1 mese

Paris Area, France

Lead global product development for moisturizers and cleansers category.

Concept creation, packaging and formula development, merchandising and advertising briefs

- **Group Marketing Manager Lancôme Italy**

mar 1998 - mar 2003 · 5 anni 1 mese

Milan, Lombardy, Italy