

# VITTORIO GARAVELLI

Date of Birth: 10/04/1984, Foggia (FG), Italy



## Work Experience

<i>September 2023-Present</i>	<b>Country General Manager – Shiseido Italy</b> Leading one of the most important Shiseido Group Country with more than 160 employees and a turnover above 130M€.
<i>April 2021-August2023</i>	<b>EMEA Skincare Business Acceleration Director-Shiseido Group</b> Drive the EMEA skincare category growth in alignment with the 2023 Shiseido Group strategy. Leading one of the key strategic EMEA transversal project to drive both top line and bottom line growth for the brand Shiseido. Currently , also in charge of a key strategic project to enhance the Nars brand profitability across EMEA region.
<i>February 2020 – April 2021</i>	<b>International Business Development Director -Serge Lutens</b> Define the global commercial brand strategy and drive the P&L top line and bottom line growth. Supervising the direct and indirect retail network and steer the omni-channel strategy. Business model reshuffle from distributor model to affiliate and legal entity integration within Shiseido Group
<i>July 2019 – February 2020</i>	<b>Commercial &amp; Retail Director Shiseido Group Italy</b> In charge of all sales & retail departments, managing sales manager business units. Define and guide the country commercial and retail strategy. In charge also of business intelligence department. Direct report to Country General Manager.
<i>June 2016 – July 2019</i>	<b>Commercial &amp; Retail Director Shiseido Prestige Italy</b> In charge of the Shiseido Prestige business unit commercial strategy development. Lead retail and education departments to develop a sustainable field business model. Build retailer strategies to guarantee maximum impact and P&L management.
<i>January 2013 – Jun2016</i>	<b>National Key Account Manager Shiseido at Shiseido Group Italy</b> Directly responsible for all national chain clients, department stores (Douglas, Sephora, Marionnaud, Limoni, Gardenia, Coin and Rinascente) and regional chain (Esserbella). In charge of Department Store counter beauty consultants. Develop and manage the team ensuring expertise development and support organizational changes.
<i>January 2012 – December 2013</i>	<b>National Key Account Manager Lancôme at L'Oréal Italy and Key Referent for the Sellouter Project</b> Directly responsible for national chain clients and department stores. In charge of Sellouter project implementation, a team of 7 people fully dedicated to the sellout development for Key Clients and Department Stores. Maximize sellin and sellout performance according to the commercial policy and marketing plans ensuring budget and healthy profit margins.
<i>January 2011 – December 2011</i>	<b>Sales Development Manger L'Oreal Luxe at L'Oréal Italy</b> Supporting L'Oréal Luxe Commercial Director to define and monitor commercial strategy and budgetary objectives for the division. Support Sales Management analyzing market dynamics and identifying growth levers. Categories strategic orientation ensuring competitive intelligence and benchmarking.

December 2009 – January 2011

**Sales/Regional Account Biotherm & Helena Rubinstein at L'Oréal Italy**

Guarantee sales objectives achievement ensuring regular presence in point of sales, promote brand image and foster client and beauty consultant relationship.

Responsible for 120 point of sales (National Chains, Regional Chains, Independent perfumeries) in two different regions. Directly responsible for managing the relationship with 3 Regional Chains.

**Education and Training**

**Executive MBA -IESE Business School Barcelona**

- Change management
- Strategy development & implementation
- Power of informal networks including both domestic and global contest
- Future business digitalization amongst covid-affected VUCA environment

**Masters in Luxury Brand Management - AM5 (Luxury Academy Montenapoleone 5, Milan).**

Knowledge of luxury distribution channels, franchising, branding, experiential advertising and marketing, luxury brand management, fashion industry trends and techniques, licensing, consumer behavior, sales techniques.

**Degree Business Engineering – Polytechnic University of Milan.**

Thesis: Business games (Company management simulation *for a period of 5 quarters*).

**Scientific High School Diploma-** E. Onorato, Lucera High School.

**Personal skills and competences**

**Languages**

<i>Italian</i>	Mother tongue
<i>English</i>	Advanced written and spoken level
<i>French</i>	Advanced written and spoken level