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JOFFREY CHARTIER

SENIOR LEADER – C SUITE EXECUTIVE

Visionary leader with a balanced profile combining strong creativity and deep commitment to results

CORE SKILLS

Strategy | Customer, Marketing
 Brand | Portfolio, DNA, Product
 Retail | Multicategory, Brand
 International | EMEA, APAC, Americas
 Multi channel | TR, local, online
 Business dev | geo, category, channel
 Transformation | Structure, concepts
 Phygital | Strategy, Tools, Data

EDUCATION

- University of San Diego®
1998 MBA International Business
- escem
Business & Digital school
1996 BA Finance

TRAININGS

- CHALHOUB GROUP**
Singularity program
- LVMH**
Global leadership for growth
Luxury perspective
- L'ORÉAL**
Advanced management
- Google**
Digital garage

LANGUAGE

- English Bilingual
- Spanish Bilingual
- French Native

ABOUT

- French European passport
- USA Permanent resident
- Profile 360 / Insight / Talent +
- Link www.joffreychartier.com

CONTACT

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CURRENT

GR GROUPE ROCHER	Chief executive officer	ISRAEL	Since 2020
	<ul style="list-style-type: none"> • Mission: - Assert brand equity thru re-platforming - Make the brand scalable (building fundamentals + set development direction) - Globalization roadmap without losing the brand soul - Build and carry out a holistic / sustainable high growth plan - Support group goals: premium / profit / Asia / global / agility / reconnect nature 		

HISTORY

CHALHOUB GROUP	Vice President Beauty	DUBAI	2017 – 2020
	<ul style="list-style-type: none"> • Action: - Created the group integrated beauty incubator - In charge of sourcing, incubating, creating, grooming brand and concepts - Expertise center for group own brands and concepts - Pivoted 3 retail concepts-brands / Created 4 brands / Created 1 retail concept 		
LVMH	FACES	<ul style="list-style-type: none"> • 160MUS\$ / 11 countries / 85 stores • Action: - Reinvented all the elements of the brand mix - Made it scalable, differentiated and WW ready for overseas expansion - Insured customer focused phygitalization of the business model 	
	Vice President Beauty Operations & Retail DFS / T Galleria	HONG KONG	2013 – 2017
L'ORÉAL	<ul style="list-style-type: none"> • 1.2 BUS\$ Global business (APAC/US/Europe/Middle east) • Action: - Designed and implemented new retail strategy focused on customer relevance - Pushed brand excellence in client servicing (treatment with beauty concierge creation) - Enhanced retailer equity through renewed customer journey - Reshaped staffing approach (motivation, expertise, performance, financing) - Boosted growth through global re-pricing strategy • Accountable for 8 points plus over norm beauty growth 		
	General Manager Travel Retail EMEA Christian Dior	FRANCE	2010 – 2013
L'ORÉAL	<ul style="list-style-type: none"> • #3 market worldwide / 19 countries / 1400 doors / 65 operators • Pivoting towards a customer & product driven approach through retail excellence • Insured a market share gain, a brand image boost while keeping profit in line with commitment 		
	General Manager + Deputy LPD Lancôme	MEXICO	2006 – 2010
L'ORÉAL	<ul style="list-style-type: none"> • #10 Lancôme country worldwide • Full responsibility of all the business drivers and enablers • Maintained leadership and re-gained market share in a growing competitive environment through a change in the team structure, mix management and re-assessment of the distribution • Reinforced skincare market share through innovative CRM and skin center development (29) 		
	Area Manager Travel retail Lancôme / PCI	FRANCE-USA	2001 – 2006
L'ORÉAL	South Europe 2001–2002 South America 2003–2004 North America 2004–2006		
	<ul style="list-style-type: none"> • Lead the development of Lancôme in 3 zones with different context: High Growth, Crisis, Mature • Developed product and trade strategies to better fit the client needs • Achieved consistent gain of market shares while maximizing EBITDA 		
L'ORÉAL	Finance Controller L'Oréal Luxe	FRANCE	1999 – 2001
	Lancôme International 1999 – 2000 Helena Rubinstein France 2000 – 2001		

OTHERS

MODUS	Founder (LLC)	USA-DUBAI	2006 – now
	<ul style="list-style-type: none"> • Consulting: Specialized in Market Development and Data retail usage • Distribution: New brand distribution network development • Venture: T&AA (Trusted & Asserted Authenticity). AI backed influencer trust stamp 		