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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 | Platform, Portfolio, 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](http://www.joffreychartier.com)


### CONTACT

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- Joffrey Chartier

### CURRENT

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

### HISTORY

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

### OTHERS

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