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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
- UAE Visa
- Profile 360 / Insight / Talent +
- Link [www.joffreychartier.com](http://www.joffreychartier.com)

### CONTACT

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### CURRENT

BIOHARVEST	<b>Co-founder</b>	FRANCE-DUBAI	2025
	 <ul style="list-style-type: none"><li>Mission: - Create the D2C beauty entity of Bioharvest</li><li>- Create 2 to 3 brands potentializing the USP afforded by Bioharvest biotech</li><li>- Prepare and set underway 2030 business plan</li><li>- Raise appropriate funding</li></ul>		




### HISTORY

GR GROUPE ROCHER

CHALHOUB GROUP

LVMH

L'ORÉAL

<b>Chief executive officer / Group Excom member</b>	FRANCE-ISRAEL	2020 - 2024	
 <ul style="list-style-type: none"><li>Action: - Asserted brand equity thru re-platforming</li><li>- Made the brand scalable (building fundamentals + set development direction)</li><li>- Carried out globalization without losing the brand soul</li><li>- Built and carry out a holistic / sustainable x3 growth plan</li><li>- Support group goals: premium / profit / Asia / global / agility</li></ul>			
<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>- Pivoted 3 retail concepts-brands / Created 4 brands / Created 1 retail concept</li></ul>  <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>			
<b>Vice President Beauty Operations &amp; Retail</b>	DFS / T Galleria	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>			
<b>General Manager Travel Retail EMEA</b>	Christian Dior	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>			
<b>General Manager + Deputy LPD</b>	Lancôme	MEXICO	2006 - 2010
<ul style="list-style-type: none"><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></ul>			
<b>Area Manager Travel retail</b>	Lancôme / PCI	FRANCE-USA	2001 - 2006
South Europe 2001-2002   South America 2003-2004   North America 2004-2006			
<ul style="list-style-type: none"><li>Lead the development of Lancôme in 3 zones with different context: High Growth, Crisis, Mature</li><li>Achieved consistent gain of market shares while maximizing EBITDA</li></ul>			
<b>Finance Controller</b>	L'Oréal Luxe	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></ul>		