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

CONTACT

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- Joffrey Chartier

CURRENT

BIOHARVEST SCIENCES

Co-founder | FRANCE-DUBAI | 2025

- Mission:
  - Create the D2C beauty entity of Bioharvest
  - Create 2 to 3 brands potentializing the USP afforded by Bioharvest biotech
  - Prepare and set underway 2030 business plan
  - Raise appropriate funding

HISTORY

GROUPE ROCHER

Chief executive officer / Group Excom member | FRANCE-ISRAEL | 2020 - 2024

SABON

- Action:
  - Asserted brand equity thru re-platforming
  - Made the brand scalable (building fundamentals + set development direction)
  - Carried out globalization without losing the brand soul
  - Built and carry out a holistic / sustainable x2 growth plan
  - Maximized profitability
  - Supported group goals: premium / profit / Asia / global / agility

CHALHOUB GROUP

Vice President Beauty | DUBAI | 2017 - 2020

THE BEAUTY MAKERS

- Action:
  - Created the group integrated beauty incubator
  - In charge of sourcing, incubating, creating, grooming brand and concepts
  - Pivoted 3 retail concepts-brands / Created 4 brands / Created 1 retail concept

FACES

- 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

LVMH

Vice President Beauty Operations & Retail | **DFS / T Galleria** | HONG KONG | 2013 - 2017

- 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

- #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

L'ORÉAL

General Manager + Deputy LPD | **Lancôme** | MEXICO | 2006 - 2010

- 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

Area Manager Travel retail | **Lancôme / PCI** | USA-FRANCE | 2001 - 2006

South Europe 2001-2002 | South America 2003-2004 | North America 2004-2006

- Lead the development of Lancôme in 3 zones with different context: High Growth, Crisis, Mature
- Achieved consistent gain of market shares while maximizing EBITDA

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

- Consulting: Specialized in Market Development and Data retail usage
- Distribution: New brand distribution network development