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2014-2018 : CLARINS Group

CLARINS Brand President WW -March 2014 to July 2018 :

Team 180 people Turnover 1.1B€

In charge of the Global WW brand strategy: products, marketing, communication including digital, brand Image & artistic direction, training, architecture & merchandising, spas & retail development.
Responsible for improvement of the brand profitability and "re enchantment" of the brand image to recruit new customers.

2011-2014 : PRADA

CEO Prada Retail France -March 2011 to March 2014 :

Team 400 people Turnover 215M € - 35 shops

and corners

- Responsible for the development of the brands Prada, MiuMiu, Church and Car Shoes for the French market
 - Responsible of France P/L, achieve to rank France market n°3 for Prada Group WW (95M€ to 215M€ in 3 years)
- Definition and implementation of business strategy (Retail and Wholesale), trading places and partnerships with department stores, network optimization and management of teams,
Definition with the HQ of the buying for all categories of products (Leather Goods, RTW, Shoes) for the French market,
Implementation of communication strategy, (RP and Media),
Logistical support for the organization of the Fashion Show in Paris for MiuMiu.

2003-2011: LVMH Group

FRED Jewelry CEO - December 2006 to Feb. 2011 :

Team of 100 people WW-20M€

- Responsible for the re-launch of the brand FRED :
- "Re enchantment" of the image and establishing a clear positioning and differentiating story,
Establishment of a new product strategy, communication, experience and concept store, (in particular Place Vendôme)
Reorganization of teams, processes (logistics, supply, IT), commercial network in France and abroad (Japan, USA, Middle East..).

SEPHORA Marketing, Communication and Image Director & President of S+ (Private Label

SEPHORA) -July 2003 to Nov. 2006 :

Team 60 people + management of local marketing team, 550 stores WW

- Complete Repositioning of SEPHORA in term of image, product offering, store experience, communication (PR & Pub)
- Responsible of the vision of the brand, marketing and communication strategy
->Having allowed in 3 years remaking SEPHORA one of the most envied distributor for customers, regain market share, and position the brand as the 5th of LVMH.

- Support the creation and development of private label Sephora (product strategy and means - POS and communication), and the launch of Sephora exclusive brands (about 20 brands including Strivectin, GoSMILE, Dr. Perricone, Dr. Brandt etc ...)
- >Having transformed a label range in a BRAND with strong creative, technical and aspirational products,
To propel the Sephora brand as the first brand in store in turnover, in quantities and margin, with high customer loyalty (turnover 2006 : 200M€).

1992-2003: CHANEL

Chanel Media Director (Perfume, Beauty, Fashion and Jewelry) & Operational Marketing Director Europe (Perfume and Beauty) -July 2001 to July 03 : *22 people + 15 local marketing direction*

For Media: (*budget : 50M€*) : Develop a global media strategy, coherent and creative to emerge :

- Optimize in Europe global media purchasing policy,
- Setting up processes and partnership with the media agency Mediaedge: Cia,
- Definition of corporate media strategy and creative media ideas applicable to all countries,
- Negotiation of global deal with leading media partners (Decaux, Interdeco ...).

For Operational Marketing: (*budget : 30M€*) : Responsible for setting up general operational marketing strategy taking into account the needs of markets and international strategy :

- In charge of local marketing strategies for Perfume (Launches Coco Mademoiselle and Chance) Skincare (Repositioning) and Makeup (Improvement of profitability),
- Increase market share in Europe for all categories.

Chanel Makeup International Marketing Director (1992 – 2001) :

Responsible for turnover development of Chanel Makeup category WW (5 -> # 3 Europe)

- Modernize the image of Chanel in this segment,
- Responsible for Makeup Product Strategy definition: creation and development product (ex. varnish "Rouge Noir"),
- Set up and development of WW marketing plan (products, displays, media and stores tools).

1985-1992: REVLON + YVES ROCHER

From 1988 to 1992: Yves Rocher

Product Manager / Group Head for Makeup, Skincare and Body care : Product development and launch of various ranges.

From 1985 to 1988 *: REVLON GROUP Jeanne Gatineau (15M €)

Product manager makeup and facial care products : Development and launch of products Care and Makeup

* 6 months in New York in 1987: Successful launch of the brand in a selection of departments store in USA.

EDUCATION

IFA - Sciences Po Paris 2019 Board Member Certification

IDRAC Business School Paris 1985, Marketing Specialization

Languages: Fluent English

Miscellaneous: Diploma in Textile Creation 95/96 + Ecole du Louvre 92/93

BOARDS

2010-2016 : member of board of le Jardin d'Acclimatation (LVMH group)

since 2015 : member of board of Ines de la Fressange brand

since 2017 : member of the board CEW Cosmetic Executive Women