



EKATERINA DARBEKA

Customer and business-oriented professional with 9 years of international working experience, leading buying and category management activities in FMCG and manufacturing.

I have strong interpersonal and organizational skills that help me to build up a federating vision in a multi-cultural environment.

Key competences:

- Category management
- Product development
- Sourcing and buying
- Supply Chain
- Negotiation

French & Russian citizen
Driving License

CONTACT

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SPECIALTY

Supply Chain/Procurement
Product & Category Management
Business Development

LANGUAGES

French: bilingual
- 3 years studies in France
- 7 years of working in Paris
English: Fluent (TOEIC: 880)
Spanish: Intermediate
German: Beginner
Russian: Native Language

IT/WEB SKILLS

Power BI
Googles Analytics
Excel/Power point/Word
ERP: SAP/Oracle/Syspro

HOBBY

Rafting (national team of Russia 2004 – 2006)
Snowboard
Running (member of a club)
Travel

WORK EXPERIENCE

AUDEMARS PIGUET – STRATEGY CONSULTANT / ESSEC MBA CONSULTING MISSION

May 2020 – present

Retail, communication and marketing: proposing new strategic initiatives to maintain and develop business post COVID 19

KENDO (FENTY BEAUTY) – MARKETING STRATEGIST / ESSEC MBA DIGITAL PROJECT

July 2020

Digital strategy & marketing: elaborated winning omnichannel strategy to achieve successful product launch and to ensure consistent 360 plan

L'OREAL LUXE (KIEHL'S) – OPERATIONS CONSULTANT / ESSEC MBA FIELD PROJECT

January 2020 – July 2020

Packaging and retail: developed innovative packaging strategy to best achieve company's sustainability goals and built cost-efficient distribution model

TARKETT – PROCUREMENT & PRODUCT DEVELOPMENT MANAGER

August 2018 – September 2019

Procurement: sourced, contracted and followed suppliers, organized outsourcing and negotiated prices

Operational management: optimized quality, cost and delay

Business development: built a budget and led promotional actions with clients

Distribution: elaborated 360 activation plan, go-to-market strategy, pricing and collaborations

Management and leadership: headed ADV team

KEY ACHIEVEMENTS:

- ✓ Developed three new suppliers, generated 300K€ additional savings
- ✓ Increased profitability by 14%
- ✓ Reduced lead time by 50% by forecasts and safety stock

CARREFOUR – INTERNATIONAL CATEGORY MANAGER

March 2015 – August 2018

Management of collections: launched, organized, and presented collections to international BU (EMEA and Latin America) and 400 stores in France

Market Analysis: identified opportunities, tailored value proposition

Buying: engaged key collaboration with partners, negotiated contracts (prices, exclusivities etc.)

Management: managed four buyers in China

KEY ACHIEVEMENTS:

- ✓ Changed a packaging charter for 5 lines of products
- ✓ Created 200 K€ of cash-flow by launching a beach concept
- ✓ Increase the profitability by 2% by changing the products' mix

CARREFOUR – MERCHANDISE PLANNER

October 2011 – March 2015

WSSI and OTB: set up and followed-up weekly dashboards and KPIs

Budgeted new projects and allocated quantities per region

Supported business initiatives: collected forecast and defined actions

KEY ACHIEVEMENTS:

- ✓ Implemented a tool for better forecasting of results
- ✓ Created a new excel dashboard for a budget construction

EDUCATION

ESSEC – GLOBAL MBA

2019-2020

L'Oréal Scholarship recipient

Field projects include:

Watches: Retail strategy CPO watches

Cosmetics: Sustainable packaging (Kiehl's), Digital strategy (Glossier.), Disruptive phygital customer experience (Fenty beauty)

Fashion: Improve omnichannel retail experience (24S.com), Comparative Analysis of Sustainable approaches, YNAP post-COVID customers engagement

IAE PARIS – MASTER DEGREE IN SUPPLY CHAIN & PROCUREMENT

2010 - 2011

Renault apprenticeship program

Specialization: Negotiation, Buying, Project Management and Logistics

PEDAGOGICAL UNIVERSITY – MASTER DEGREE IN FOREIGN LANGUAGES

2005-2010

Specialization: Psychology, foreign languages and economics