

Andrea VILLA

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Work experience

01/19-present **AiM agency**, fashion consulting agency. Paris

Founder. Consultant in **strategy, business development and sustainability.**

Clients : Alexandre Blanc, Benjamin Benmoyal, COOL T.M, Faith Connexion, Maxime Simoëns, NTMB, Véronique Leroy, Esmod, ISAL...

11/15-12/18 **FAITH CONNEXION**, French ready-to-wear Designer brand. Paris

International Omnichannel Commercial Director. Member of the Board of Directors.

300 wholesale accounts, 2 retail stores, 15 M€ turnover, **+20% average per year.**

Sales team management (14 people): wholesale, retail, online and sales administration.

International business development: definition of the **strategy** with the CEO, of the P&L and seasonal budgets forecast, of the actions to achieve the targets; organization of 4 showrooms per year, **sales** of the collections, **key wholesale accounts** management (Farfetch, NAP, LuisaViaRoma, Ssense, Browns, Matches, Joyce, SKP, Harrods, Saks Fifth Avenue, Printemps, Le Bon Marché...), sales administration, **reporting; retail and online** development and KPI's follow-up, **buying** and merchandising; **stock** management;

Coordination amongst departments: **price policy** definition, product feedback, **collection plan** involvement, **collaborations**, partnerships set-up, **marketing** operations;

Reorganization and management of the team, skills development.

05/14-10/15 **Sales Manager.** Italy and Asia.

80 wholesale accounts, 4 M€ turnover, **+32% average per season.**

05/12-05/14 **VERONIQUE LEROY**, French ready-to-wear Designer brand. Paris

Commercial Director.

50 wholesale accounts, 2 retail stores, 1,2 M€ turnover, **+26% average per season.**

03/10-08/11 **ANNE VALERIE HASH**, French Haute Couture and ready-to-wear Designer brand. Paris

Brand Manager. 200 wholesale accounts, 1 retail corner, 4 M€ turnover per year.

Launch of AVHASH BY ANNE VALERIE HASH (July 2010).

05/07-02/10 **Sales Manager.** France, South and North Europe, MEA region and Asia.

Launch of ANNE VALERIE HASH Mademoiselle (January 2008).

Education

2022 **B-Leaders. B Lab France & Des enjeux et des hommes**, Paris.

2020 **Sustainability Fundamentals Certificate.** Sustainable Fashion Academy, Stockholm.

2006-07 **International Master for the Luxury Industry.**

ISTEC (Ecole Supérieure de Commerce et de Marketing), Paris

Dissertation: *The evolution of luxury Concept Stores.*

2002-06 **BSc and MSc in Engineering** of Industrial Production (final mark: 110/110).

Politecnico di Torino and **Pôle Universitaire Léonard de Vinci**, Paris.

Further skills and interests

Languages **Italian:** mother tongue

French: bilingual

English: advanced

Spanish & Portuguese: elementary.

Softwares Microsoft Office (Word, Excel, Power Point, Access, Outlook, Movie Maker),

ERP (Fastmag, Orliweb, Zedonk...), Wholesale buying marketplace (Joor, LeNewBlack),

Computer Aided Design and Manufacturing Design (Solidworks, AutoCad).

Miscellaneous Creation of RITO RISO, creative concept of Italian catering, dedicated to rice;

Yoga, footing, volley-ball and climbing.