



ISABELLE BERNIER

16.05.1973 / French citizen / Swiss C Permit

| | |
|----------|--|
| Location | Zürich, Switzerland |
| Email | isabernier03@yahoo.fr |
| Phone | +41 (0)79 9114725 |
| | www.linkedin.com/in/isabelle-bernier |

EDUCATION

2019: INSEAD Certification: Leading Digital Marketing strategy

1997: Graduated from the Business School of Poitiers with a specialisation in International Marketing

1996: Semester in Denmark at the Copenhagen Business School (CBS) specialised in Economics.

LANGUAGES

- French (Native)
- English (Fluent C2)
- German (Intermediate B2)

COMPETENCIES

- Leadership
- Consumer centric mindset
- Brand Marketing
- Brand Communication
- Digital Media
- Product Development

MY AMBITION

- Driven by passion & resilience in everything I do, I am looking to work for an ambitious company with a desirable brand & product. I aspire to take the lead of a marketing or sales organization where my work has a real impact on strengthening the brand and grow the business.

ABOUT ME

- Marketing expert in Brand Marketing & Digital communication in Consumer Goods Business: Lingerie, Jewelry, Make-up, Skin care, Perfumes.
- Successfully led 360° omnichannel consumer activations in B2B and DTC online & offline where I consistently exceeded growth targets.
- International mindset gained by working & living in multiple places across the world.

QUALIFICATION HIGHLIGHTS

- **Strategy & Vision:** Establish & implement global brand strategy, deliver against company vision & business goals. Coordination of 360° consumer journey to target audiences & establish plans to maximize sales and brand impact.
- **Leadership:** Lead & nurture a growing team of high performing marketers who deliver undeniable business impact & breed a high standard of strategic, creative & excellence through coaching & capacity-building. Cultivate collaborative relationships & inspire local & global stakeholders as well as external agency partners to drive high quality output.
- **Execution:** Analyze cultural, technological and market trends to inform strategic and creative development. Build outstanding global creative campaigns with strong digital assets across the marketing mix.

PROFESSIONAL EXPERIENCES



TRIUMPH LINGERIE (2020 – present)

ZURICH

HEAD OF BRAND MARKETING & COMMUNICATION TRIUMPH & SLOGGI, EUROPE

- Lead a team of 80 managers & experts located in various locations to develop, implement & orchestrate holistic & engaging marketing plans across EMEA with strong & engaging storytelling for each brand.
- Own & manage a marketing budget of approx. 60 M€ across Europe to deliver expected net sales growth along with strong brand awareness & consideration in the entire omnichannel environment: Ecom, E.tailers, Wholesale & Retail.
- Steer the digital paid media campaigns via an internal digital team reporting directly to me (25M€ budget).
- Lead the influencer strategy (Budget of 20M€) including out of the box activation plans through them.
- Enlarge the community of Triumph/Sloggi followers through engaging social media interactions & content (paid & organic).
- Develop all the necessary VM materials for retail & wholesale to create a strong in-store impact while ensuring to create a consistent 360° approach in the consumer journey.
- Pilot the CRM strategy to create exciting benefits & experiences to grow memberships community & frequency of their visits.
- Relaunch of Triumph.com E-Commerce platform to create a much stronger desirability and increase site visits.



SWAROVSKI (2005 – 2019)

ZURICH, HONGKONG, LONDON

GLOBAL MARKETING DIRECTOR, FASHION JEWELRY: ZÜRICH (2016– 2020)

- Establish & implement product roadmaps for each product lines to ensure sustainable growth globally
- Collaborate with design teams to release unique & distinctive jewellery concepts (Valentine’s Day, Mother’s Day, Christmas etc..) which will excite consumers while reaching the financials targets
- Translate the product concepts into relevant consumer centric storytelling to enable the advertising agencies to develop a 360° toolbox (Social media content, Ecom animation, Windows, etc...)
- Steer market research to continuously advance the organization’s knowledge of the consumer, market & competition (test stores, on-line / off-line consumer validation, etc.)
- Empower, coach & lead the product department consisting of a team of 10 Marketing experts

APAC MARKETING DIRECTOR, FASHION JEWELRY: HONG KONG (2012 - 2016)

- Lead of the regional China collection (100 products) which generated an average growth of +15% p.a.
- Evolve the regional "Product to Market" process to increase its efficiency and quality of deliverables
- Reboot and finetune the local loyalty program & develop CRM activities for the portfolio

EUROPE NORTH REGIONAL MARKETING OPERATIONS MANAGER: LONDON (2010 - 2012)

- Lead the development of the regional marketing plan for Europe North
- Manage 5 local Marketing Operation Managers (Germany, UK, Austria, Benelux, Switzerland)
- Align the marketing mix & budgets based on needs and strategies with the central marketing department

GLOBAL HEAD OF MARKETING COMMUNICATION & PRODUCT: ZURICH (2005 – 2010)

- Develop a 360 ° toolbox of key initiatives (Digital, ATL & BTL) for watches, jewelry and décor objects
- Strengthened product margins & led marketing team through a period of significant expansions (>10% CAGR)



PROCTER & GAMBLE PRESTIGE BEAUTE (2000 – 2005)

GENEVA

YOHJI YAMAMOTO FINE FRAGRANCE, GLOBAL ASSISTANT BRAND MANAGER (2004 – 2005)

- Development of the brand equity for the re-launch of the Yohji Yamamoto fragrance brand
- Elaboration of the concept & the global design for two fragrance initiatives (female & male)
- Collaboration with Mr. Yamamoto and his Fashion House to align the product proposition
- Realisation and qualification of the print and TV campaign to communicate the product story

OLAY, SKIN CARE FACE & BODY, GLOBAL ASSISTANT BRAND MANAGER (2003-2004)

- Responsible for the ongoing Olay ‘Total Effects’ business, anti-ageing range
- Development and qualification of TV copy for each European market: brief the advertising agency, storyboard evaluation, validation of the support required for the film production

MAX FACTOR MAKE-UP, GLOBAL ASSISTANT BRAND MANAGER (2000 – 2002)

- Design and launch of an anti-ageing foundation “Hypersmooth Make-up”
- Creation of in-store theatre, TV copy, magazine sampling
- Development of the 5 years business plan and project profitability



GROUP CHALHOUB, DISTRIBUTOR COTY (1998 -2000)

DUBAI

RIMMEL MAKE-UP, BRAND MANAGER MIDDLE EAST: DUBAI (1998 – 2000)

- Market analysis to assess the potential of launching a new make-up brand Rimmel across 12 countries of Middle East.
- Upon validation of business potential, development & execution of the Marketing strategy & activation
- Implementation of the communication plan (In-store, Public Relations, TV) - Budget 650.000 EUR
- Interface with Coty group: balancing Middle East local requirements with their global development