

Catherine Gremillet

Wholesale Director / Senior Account Manager
Fashion, Luxury



PROFILE

Expert and passionate in the world of fashion and luxury, in which I've been working for the past 30 years, my large experience from small to large companies has given me the opportunity to develop a creative and open minded personality.

Beyond my commercial and organisational skills, I've developed strong relationships with my clients and colleagues.

Today my wish is to share my experience and market knowledge as well as my human qualities with a company, to grow its market shares and set up an inspiring strategy in a dynamic and collaborative atmosphere.

EMPLOYMENT HISTORY

BURBERRY

Wholesale Account Manager - Paris/
London

2014 - Today (6 years)

In charge of 70 key accounts : Department stores, Online, Independent stores (€15 millions)

Territory : France, Benelux, Switzerland, Spain, Portugal, Middle East

Collection Presentation of Menswear, Womenswear, Childrenswear and Accessories - Merchandising skills to build coherent assortments

Client relationships, Strong relationships and networking skills with buyers and store owners during showrooms & store visits. Product knowledge training.

Commercial monitoring orders, shippings, invoicing, reorders, product information...

Analytical skills of commercial sales data to create action plans based on results

Business Development according to the company's distribution strategy and brand image. Define sales budget plan, Forecasts and OTB negotiation.

Implementation of shop in shops projects and representation of the brand (space, architecture, staff, OTB, marketing, collection training...)

Marketing strategy and initiatives to set up with key accounts (PR, social media, Events, product launches, VM...)

Reporting, on market knowledge, trends and analysis from key accounts to advance the product development team.

Management and leadership of a 3 people team + the commercial sellers team during sales campaigns



Sales Director - Paris

2003 - 2014 (11 years)

In charge of 250 international accounts : Department stores, Online, independent stores (€ 6 millions)

Organisation of sales campaigns during fashion week and trade fairs

Relationships with key accounts, commercial agents, franchises and distributors

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SKILLS

Strong expertise in Fashion

Luxury goods market knowledge

Excellent clients relationships

Management skills and Team spirit

Negotiation

Problem solving

Organisation

Attentive to details

Multitasking skills

Creative and proactive

Analytical

Adaptability

Microsoft office

SAP

LANGUAGES

French : Native speaker

English : Fluent

Italian : Medium level

INTERESTS

Piano

Opéra/Ballet

Yoga/Pilates/Ski

Travel

Trekking

Decoration

(Japan, USA, Italy, Denmark)

Management of 9 retail stores : (€ 2 million) in France, USA, UK, Italy

Sales analysis and reporting. Strategy and action plans based on results. Seasonal and year forecasts, Calculation of Open to buy and regard on assortment.

P&L accountability for wholesale and retail business.

Defining the marketing strategy, budget allocation, relationships with international press offices on various projects (Paris, Milan, New York, Tokyo).

Organisation of shootings for catalogues and online stores.

Set up the store network visual identity, CRM policy...

Project manager on the digital strategy (website development (B2C and B2B) and social network.

Legal follow up (contracts, trademark and collection registrations with INPI, counterfeit lawsuits...)

Recruiting , training and management of a seasonal and permanent team of 10 people

A.P.C.

Regional Retail/ Wholesale Manager - Paris

1996 - 2001 (5 years)

Management of 6 retail stores : 2 Paris, 1 Londres,1 New York, 1 HK

OTB Follow up, regard on assortment and representation of the collection in store

Sales administration : Control shippings, reorders, stock transfers

Reporting, analysis and communication of commercial sales data and the creation of action plans based on results

Management of wholesale accounts (50 clients in Europe/USA/Japan), appointments during show rooms, relationships with buyers regarding all commercial and sales issues.

Central warehouse manager

1994 - 1996 (2 years)

Control and administration of production deliveries from suppliers

Organisation of international shipments to Japan/USA/Europe (relationships with carriers / international customs documents)

Management of a team of 6 people (quality control, warehouse men)

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Regional retail manager - Paris

1993 - 1994 (1 year)

Management of retail stores : 10 stores (France regional)

OTB Follow up, regarding assortment and good representation of the collection in store

Sales administration : Control shippings, reorders, stock transfers

Reporting, analysis and communication of commercial sales data and the creation of action plans based on results

EDUCATION



I.C.D Business school, Paris
Master Marketing & Distribution 1986-90



Santa Monica College, L.A
AA degree in Business - 1987-88