



Berangere Felbabel

Sustainability Consultant
Global Business Development

 Change Management

Personal

- 15 years in Asia, global retail and Asian customer trends expert
- French nationality, Fluent English, basic Spanish & Chinese
- Ironman triathlete, kids triathlon coach

Education

- **2020** Sustainable Business Development, CISL Executive program, Cambridge University
- **2021** Certified B Leader (Switzerland B Lab), Climate Fresk facilitator
- **1997-2001** Master in Business Management - EM Lyon
- **2001:** Japan- Waseda University - MBA student exchange program

Career

- **Business Development Director**, Planetgroups (01/2021 - Present) (www.planetgroups.net)
 - Business development France and Switzerland:
 - Identify Business partners, create solid network
 - Plan and Execute Marketing, PR and Sales strategy
 - Recruitment of Sustainability experts
 - Build tools, resources, design workshops for pilot companies
 - Sustainability consulting:
 - Establishing comprehensive diagnosis of the business model (purpose, governance, value chain, footprint & handprint, change management, Employee Engagement)
- **Global Travel Retail Key Account**, La Prairie, Beiersdorf (07/2018 - 07/2020) Luxury Cosmetic industry - Sales & Marketing. Travel Retail, CHF 300M+ Net Sales
 - Commercial and Marketing global TR plans
 - Drive change from strategy to execution)
 - Annual Joint Business Planning with internal and external stakeholders
 - Global meeting with Top Management of key global operators

- Cross functional investment planning & progress tracking
 - Multicultural teams & transversal project management
 - Demand Planning and Business Analysis
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- **Global Merchandising Manager Travel Retail - Beauty, Luxury**, DFS LVMH group (05/2015 - 07/2018) 150MUS\$ Retail Sales, Luxury Cosmetic brands
 - **Hong Kong Division Merchandising Director**, DFS LVMH group (04/2014 - 05/2015)
 - **Head of Range and Space Planning**, A.S. Watson Group (01/2012 - 04/2014), 270 multi format portfolio, 20 head counts team
 - **Health & Beauty Category Manager**, A.S. Watson Group (05/2009 - 01/2012) CHF 150M annual Retail Sales turnover, 250 stores, 10 head counts team
 - **Private Label Category Manager**, A.S. Watson Group (12/2005 - 05/2009) CHF 100M Retail sales, 1600 skus, 16 brands, food & non-food
 - **Executive Director South China**, French Chamber of Commerce in China (05/2004 - 02/2006)
 - **Project Brand Manager**, Carrefour France (09/2003 - 05/2004)
 - **Private Label Senior Buyer**, Carrefour France (01/2002 - 09/2003)