

VALERIE SUN

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WORK EXPERIENCE

- 2021- Present** **OFFICINA SANTA MARIA NOVELLA- FLORENCE**
In collaboration with Italmobiliare and Santa Maria Novella management, brand taskforce on the global retail expansion and review of the customer experience, introduction of retail operations guidelines, transformation of the IT system, integration of the CRM platform. Leading the new selling ceremony and training of the Salesforce and coaching of the Retail Managers.
- 2017- 2019** **POMELLATO – ASIA PACIFIC**
General Manager – overseeing 2 direct report offices in Hong Kong and Shanghai, managing the business of Mainland China, Hong Kong, Macau, Taiwan and South East Asia. Distribution and Branding strategy to reposition and strengthen the brand in Asia Pacific in the Luxury Fine Jewelry segment with full P&L responsibilities.
Distribution from 5 DOS in 2018 to 12 by end of 2019 in key selected cities and malls ,
Branding review of the image and positioning (new PR agency, Digital agency for China, Chinese Ambassador for Greater China)
Marketing and CRM_recruitment of clients, online digital campaigns, offline activation events
Merchandising per market per door assortment targeting client profile and improved the availability of the products, competitive price review vs Europe
- 2016- 2017** **DOLCE GABBANA – ASIA PACIFIC**
General Manager- based in Hong Kong with direct report offices in Hong Kong and Singapore, overseeing 5 markets (Greater China and South East Asia), 18 retail stores and headcount of 300 people retailing Men, Women and Kids' apparel, leather goods, shoes and accessories as well as Fine Jewelry and Watches.
Directly reporting to the function are Retail and Retail Operations departments, Merchandising and VM department, Retail Training, Logistics, CRM.

Re-organization of the office and front-line team, focus on retail leadership and sales training, streamlining operations, merchandising and improving client shopping experience. Closed the year with an improvement by 25points vs Y-1, stabilized the team turnover in Macau from 100% to 40% and in HK from 50% to 30%. Cost reduction and headcount optimization exercise to improve the brand's profitability.
- 2012- 2016** **VOCATION RETAIL LTD.**
Consultancy in Luxury Retail Strategy with a focus on Retail Operations & Sales effectiveness, Customer Engagement, Boutique Leadership and People Development. Collaboration on projects with two European Clients based in London and one in Hong Kong.
- 2007- 2011** **CHANEL – HONG KONG AND MACAU**
General Manager: in charge of the Fashion division (Ready-to-Wear, Shoes, Leather

Goods, Fine Jewelry, Watches).

In 4 years, led the business to a fourfold sales increase and 7 boutiques in 2011 ranked amongst the Top 20 best performing Chanel boutiques in the world;

In 2007, Taskforce in HK targeted at strengthening Image, Service and People. Starting point with a 360° review of Customer experience, this led to Retail, Back office, Logistics expansion projects as well as Marketing, Organization, Training and People Development Programs.

- **Retail network:** taskforce involving boutique architectural modifications and expansions. New boutiques openings to cater to new client segments: Canton Road (2007) and Macau Four Seasons (2008). New POSM launched to focus and strengthen some product categories;
- **Customer Service Initiatives:** client engagement and recruitment initiatives, creation of the After Sale Service and Repair Departments in 2010; initiated the Chanel Customer Call Center project;
- **Training and People Development (Hardware and Skills):** Focus on Talent Acquisition and Development (Leadership and People Development Programs, Training Boutique, Maison Chanel, Brand Cultural Programs, specialized professional trainings); opened Boutique Back Offices to strategically support Operations.
- **Organization review:** to anticipate business needs, built up the team from 150 to a total of 450+ staff including a back office of 30+; initiated the re-organization of Back and Front Office teams with professionalization, full review of roles and responsibilities and changed the Fashion Advisor's Commission and salary structure;
- **Public Relations Events** with Global Department: Mobile Art (2008), Paris-Shanghai Collection at Joyce (2010), the Little Black Dress event (2011); local activities including Style, Product and Cultural events: Styling Workshops, Brand movie viewing (2009), Classical Handbag Exhibition (2011).

2006-
2007:

CHRISTIAN DIOR COUTURE - TAIWAN

Country General Manager in charge of the full P&L and management of the Taiwan Subsidiary for the distribution and sale of Ladies' Ready-to-Wear, Shoes, Fine Jewelry, Accessories and Leather Goods.

- **Distribution** 9 Boutiques and 5 Department Store Counters in 3 cities, 100+ staff, accounting for an annual total Turnover of 20+ million EUR.
- **Global Brand Repositioning** in 2006: image turnaround with Merchandising, Marketing, Communications and Public Relations' initiatives; Warehouse improvement project to strengthen Logistics' support to Boutiques.

Main achievements:

- opened Breeze Center Flagship store (ranked number 2 in sales after first year); new concept Costume Jewelry Counter in BR4 (became number 1 CJ counter in Taiwan); full take over of Costume Jewelry business from local Agent;
- Retail operations and Logistics improvement (implementation of new regional MIS)
- Marketing/PR/Merchandising: achieved the number 2 ranking for PR coverage in Taiwan after Louis Vuitton and number 4 ranking for media share of voice;
- Achieved exceptional growth in Fine Jewelry (+71% in units, +20% in value).

2002-
2005:

GUERLAIN - LVMH, HONG KONG, CHINA

Brand General Manager in charge of the full P&L and management of the Hong Kong and Macao markets Retail and beauty institutes. During SARS crisis, led the business back to a competitive and profitable status.

- Sales and Operating Profit improvement (in 2004: +60% increase in Sales vs +35% market growth, gain of rankings, +100% improvement in OP; YTD 2005: +30% growth above market);
- Improved Retail distribution and strengthened brand presence: renegotiated locations with key retailers and Landlords, opened new POS, closed Accounts in low image outlets;
- Improved brand exposure and visibility: managed to win Media budget back and created focused impactful campaigns during high traffic periods;

**2000-
2002**

LOUIS VUITTON – LVMH, PARIS, FRANCE

Assistant Store Manager in Flagship Saint Germain-des-Prés Store in Paris.

- Led a Team of 50 employees, Turnover of EUR 20 million (2000).
- In charge of Sales, Merchandising, CRM, Accounting, HR and Training.
- Tasks involve mainly Buying, Product and People Training, Coaching, Human Resources Management, Accounting and CRM. Sales functions included selling, back of house operations, floor supervision and handling Parallel Market.

**1996-
2000:**

PARFUMS GIVENCHY- LVMH, PARIS, FRANCE

Travel Retail Marketing Manager in charge of the Operational Marketing for Global Travel Retail business:

- Marketing Plan for Fragrances and Cosmetics;
- Coordinated all International Key Accounts (mainly Duty Free Shoppers, turnover of EUR 6 million, Nuance, British Airport Authorities, SARESCO);
- Coordinated all operational aspects linked to the creation of the European Union with the suppression of Duty Free;
- Position required 50% of time travelling (Tokyo, China, Hong Kong, Seoul, Singapore, Taiwan, USA, Hawaii, Guam, Canada, Europe).

**1998-
2000**

In addition to Marketing position, **Commercial Area Manager** for Duty Free France (all French airports), totaling an annual Turnover of EUR 3million. In charge of full P&L, Sales, Budgeting, Promotion and Events, Margin Negotiation, Pricing, Stock Management and Forecasting.

EDUCATION

1993- 1996

HEC SCHOOL OF MANAGEMENT PARIS, FRANCE (Hautes Etudes Commerciales)

Intensive three –year program in Financial business and management with in-company internships.
Major in MARKETING.

1996

ESADE, BARCELONA, SPAIN

(Escuela Superior de Administración y de Dirección de Empresas)
European Exchange program with HEC France. European Diploma CEMS Master.

1991- 1993:

LYCEE CARNOT, PARIS, France: Preparatory Classes for admission to HEC.

1988- 1991:

LYCEE LOUIS LE GRAND, PARIS, France

FRENCH BACCALAUREAT – SECTION “C” MATHS-PHYSICS Diploma with Distinction.