

Flore QUAQUIN KAYL
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French national
Valid US Work permit

SENIOR EXECUTIVE / DIRECTOR,
Luxury goods retailer
Beauty, Fashion, Accessories, F&B
Expert in Retail Operations, Commercial development, P&L management
20 years of professional experience in France and the Middle East

PROFESSIONAL EXPERIENCE

2018 - 2021 **OBLIK CONSULTING, Dubai and Chicago**
www.oblikconsulting.com

- 3 years* **Solopreneur, Senior Consultant**
- Retail operations director and Strategy advisor to a high-end jewelry brand
 - Commercial prospection surveys to identify prospects for RTW fashion brands
 - Recruitment missions to identify the best People talents for luxury retail stores

2016 - 2018 **EMAAR PROPERTIES, Dubai**
www.emaar.com

- 2 years* **Senior Commercial Manager**
Heading P&L, business development and retail operations for a new portfolio of high-end retail brands :
- COVA pasticceria, Italian LVMH-owned restaurant and cafe
 - MAISON MOYNAT, French leathersgoods
 - REPOSSI, high-end jewellery
 - JOHN VARVATOS, American fashion brand
 - MAISON ASSOULINE, French publishing house
- Commercial, financial and legal negotiations with international Brands to achieve successful partnerships: Joint Ventures or Licensing Agreements
- Project Management with architects and contractors
- Successfully opened and launched the store operations in The Dubai Mall, largest shopping center in the Middle-East

2010 – 2016 **CHALHOUB GROUP, Dubai**
www.chalhoubgroup.com

- 3 years **Commercial and Retail Division Manager,**
Wojoooh beauty retailer, Molton Brown bath & body, Smashbox make-up
- Regional strategy: responsible for P&L (budget, actual), commercial/sales, marketing, logistics, real estate development, day-to-day retail store operations
 - P&L management: sales, margins, expenses, shop profit
 - Implement regional strategy in local markets: commercial, marketing, trade marketing, key projects
 - Sales: Yearly budgets, monthly KPIs (Conversion rate, UPT, Av. Basket), reporting, incentives & regional partnerships achievements
 - Customer experience: trainings, coaching, observations, assessments
 - Retail team management: market visits, HR management (people devt, monthly/yearly appraisals and salary reviews, recruitments/disciplinary actions); team motivation
 - Store operations: store appearance, VM, Stock levels on BS, stock control
- Achieved sales growth in key markets
 - Built trustworthy relationships with Brand principals
 - Delivered high standards of customer experience
 - Successful launch of Private Label and Loyalty Programs

- 3 years **Retail Department Manager**
17 shops, 1 direct staff; Sales 2013: 36.5 Mio US\$
- Negotiation on commercial terms, store locations and legal agreements with partners
 - Define & implement strategy per network & country: commercial, marketing, brand mix
- Sales growth 2013 +42% versus A2012; +65% versus A2011
 - Opening of Bhs in Oct-2011; Iconic => opened 10 stores within 2 years
 - Consistent sales growth of SAKS beauty depts

2010 **ORIFLAME, Dubai**
www.oriflame.com

- 1 year **General Manager**
- implementation of Oriflame Business Model - direct selling
 - marketing offers & loyalty programs; motivational & recruitment events (Road Shows)
 - stock management & logistics: air/road/sea shipments with GCC countries & central logistic platform (Poland) or China
 - finance & administration: P&L reporting to the Board of Directors; budget 2010 ; control of cash flow and costs; legal & administrative follow-up

2004 – 2009 **CHALHOUB GROUP, UAE**

- 4 years **Retail Area Manager**
8 shops, 62 staff
- Team management (meetings, trainings, induction); HR (recruitments, appraisals, yearly salary review); market visits; marketing animations; VM; stock levels, purchases, shop transfers and returns to suppliers (nego)
 - Commercial strategy: focus Customer Service and brand mix differentiation (new brands, new categories)
 - Improvement of the customer service up to 78% of satisfaction (+13% in 2 years)

- Recognition of the Action Plan Customer Service by Chalhoub HR Management
- Nominated for the Chalhoub Best People Manager Award 2007

1 year **Store Manager Cosmetics & Fragrances – Saks Fifth Avenue**
550 sqm, 9 staff
- Sales & customer service focus, team management, stock management

2003 **LVMH, GUERLAIN SA, Paris, France**
www.lvmh.com

1 year **Commercial Executive** then **Shop Manager** - Direction of Guerlain shops

1999-2002 **L'OREAL, Gemey-Maybelline SA St-Ouen, France**
www.loreal.com

3 years **Marketing Product Manager**
- definition of the brands' strategies based upon quali and quanti market surveys
- retroplanning of production for the new launches
- design and implementation of the A&P marketing plans

EDUCATION

1995-1999 **ECOLE SUPERIEURE DE COMMERCE DE PARIS (ESCP-EAP) (75), France**
<https://escp.eu/paris>
Ranked TOP 8 business school in Europe in 2020 by the Financial Times
Master's Degree specialized in General Management and Strategy

1994-1995 **Preparatory Class HEC**, Lycée International, Saint-Germain-en-Laye (78), France

LANGUAGES

French : mother's tongue ; English : fluent ; Arabic : beginner

Miscellaneous

Writer :novel published in 2003, *Racailles*, Editions Arlea ; other projects coming up in 2021