

# ELISABETH LIN

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## PROFESSIONAL PROFILE

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- Developed more than 18 years of professional experience in Sales, Sales Operations, Trade Marketing, Team Management, Commercial Planning and Finance for outstanding multinationals such as **L'Occitane**, **Nivea** and **Procter & Gamble**.
- Acquired international experience working approximately 3 years as an expatriate in Germany for BDF Nivea.
- Developed strategic market plans, aiming at gaining market share, brand preference and distribution, monitoring brands, analyzing the competition and forecasting demand.
- Skilled to lead people, building, training and motivating commercial teams, aiming at reaching goals, attaining excellence in service rendering and maximizing results.

## EDUCATION

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- Executive MBA – 2008  
IBMEC SP
- Postgraduate degree in Business Administration – 2002  
FUNDAÇÃO GETÚLIO VARGAS
- Bachelor's degree in Production Engineering – 1997  
ESCOLA POLITÉCNICA DA USP (Among Top 100 Worldwide)

## LANGUAGE SKILLS

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Fluent English and Spanish, native Portuguese and advanced in German

## WORK EXPERIENCE

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### THE ONE STREET COMPANY – Oct/2015 to Present

Real Estate Salesperson, Top Producer

- Provide support to buyers / tenants in searching for properties, negotiating and coordinating all activities to finalize a transaction
- Licensed in DC, MD and VA

### MONTBLANC NORTH AMERICA – Aug/2014 to Dec/2014

Director of Sales Operations and Administration – New Jersey, USA

Report: Chief Executive Officer

Staff: 1 professional

- Responsible for all operations to support sales and sales field
- Analysis and definition of sales targets per account and channels, portfolio performance
- Responsible for product availability for sales force – demand forecast, allocation and order management
- Sales incentives for sales force and accounts and sales events with customers and clients
- Co-Op marketing budget management, sell out activities definition

### GROUPE L'OCCITANE – Nov/2010 to Jan/2014

Sales and Operations Director – Brazil

Report: Chief Executive Officer

Staff: 5 professionals directly and 300 indirectly

- Responsible for L'Occitane sales channels – retail stores, spas, virtual store, pharma, B2B and franchises
- Responsible for retail operations for approx. 100 L'Occitane stores and franchises
- Launched L'Occitane au Bresil via own retail stores and franchises, planned and implemented trade marketing activities
- Redefined in-store commissioning, sales incentives and sell out incentives
- Team building and consolidation to serve the channel including training and coaching
- Adjust the internal processes of logistics, finance and human resources to channel reality

## **BDF NIVEA – Sep/2001 to Nov/2010**

NATIONAL SALES MANAGER, Brazil – Jan/2009 to Oct/2010

Report: Sales Officer

Staff: 3 professionals

- Responsible for Sales strategies in Pharmacy, Drugstore, and D2D channels, accounting for 25% of Nivea revenues in the country.
- Indirectly managed (cross-functional reports) Sales team that provides services to Pharmacy, Drugstore, and Door-to-Door channels
- Managed area investments and budget, ensuring alignment between company strategies and resource allocation.
- Maintained the company's current customer base, renegotiating agreements and prospecting new customers.
- Managed POS execution, ensuring alignment between Sales strategy and Trade Marketing actions.

NATIONAL TRADE MARKETING MANAGER, Brazil – Jul/2005 to Dez/2008

Report: Sales Officer

Staff: 26 professionals

- Built, structured, consolidated and managed Trade Marketing, leading and coaching team.
- Strengthened NIVEA brand at the POS by developing store ambiance and implementation of Sales Excellence Program
- Ensured compliance with company objectives and strategies by Product Category, creating and implementing Promotion and Media strategies. Focused on sustainable brand growth and on increasing sales volumes
- Planning sales demand and product availability, analyzing and defining goals for brands and channels. Optimized investments in Trade and created system to analyze sell out

CONTROLLER FOR LATAM – BEIERSDORF, Germany – Jan/2003 to Jun/2005

Report: Regional Control Officer

- Responsible for financially analyzing company performance in Latin America in terms of results, balance and cash flow.
- Supported the Group's CFO in attributions in LATAM and worked as a "bridge" between subsidiaries and headquarters.

MARKETING AND SALES CONTROLLER, Brazil – Sep/2001 to Dec/2002

Report: CFO

Staff: 2 professionals

- Conducted financial studies on Marketing initiatives, such as launches and promotions. Controlled budgets. Monitored profitability of Brands and Customers. Analyzed Trade contracts, commercial policies and price strategies.

## **PROCTER & GAMBLE – Jun/1996 to Sep/2001**

FINANCIAL PLANNING AND CONTROLLING

Report: Finance Group Manager

Staff: 2 professionals

- Planned the costs of powdered detergent plant, monitoring the main activities that could impact on costs. Analyzed investments to make plant improvements. Analyzed losses, generating substantial reduction in the loss of raw materials. Analyzed packaging material alternatives that could have an impact on costs. Conducted benchmarking with other plants to optimize costs