

## Marie BOTELLA

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15/10/1983 - French



### PURCHASING MANAGER – CATEGORY MANAGER

Top 10 French Business School

**Demonstrated consistent achievement of objectives, strong analysis abilities. Excellent presentation and negotiation skills.**

**Lazada** (SEA, Based in Bangkok)

Top 5 and pioneer e-commerce company. Present in 6 Southeast Asian countries.



2015

#### ✧ REGIONAL CATEGORY MANAGER (*Fashion*)

- Responsible for Fashion category P&L
- Conduct ad-hoc analysis on revenue, margin, marketing metrics and e-business key drivers
- Definition and implementation of category strategy at regional level (South East Asia)
- Management of an international team in Indonesia, Malaysia, Philippines, Singapore, Thailand and VietNam create & lead the execution of short- to long-term action plans

**Vente-Privée.com** (Paris, France)

**\$1.8 billion annual sales.** Present in 8 European countries.

European leader in online flash sales of the biggest brand names.



2013

#### ✧ KEY ACCOUNT MANAGER

- Managed a portfolio of the strongest lingerie and underwear brands (Puma, Eres, Calvin Klein, Chantelle, Stella McCartney, IKKS, Gossard...) including strategy, SRM and partnering
- Negotiated pricing, timing, product range and advertising, consistently exceeding goals by securing margins
- Lead the cross-functional flash sales operations with the Quality, Logistics, Planning and Marketing departments to increase brand recognition and drive revenue growth
- Pre-sales analysis: Determined sales forecast, profit margin
- KPI analysis: sales rate, average margin, average market basket, traffic, product affinity, sales conversion rate...
- Lingerie business unit development: constant prospecting for high potential brands targeted.

**CAFOM Holding** (Paris, France)

**\$489.6 million annual sales**

Habitat stores, BUT Dom Tom stores, Vente-Unique.com.



2012 – 2013

#### ✧ PURCHASING MANAGER / CATEGORY MANAGER Vente-Unique.com

- Responsible for purchase budget of \$22 million
- Negotiated purchase price, lead time, country exclusivities and quality standard with 80 different suppliers
- Sourced new manufacturers from China, Malaysia, Vietnam, Indonesia and European countries
- Built new relevant and profitable furniture product lines **resulting in 12% profit growth in 1 year**
- Developed exclusive product lines in connection with designers and manufacturers/suppliers, achieving a 20% increase in exclusive products development in 1 year
- Lead and managed a team of junior buyers for purchasing strategy, planning, restocking, supply and quality issues
- Administered marketing and promotional campaigns (Mother's Day, Christmas, seasonal sales...)

#### ✧ BUYER/PRODUCT MANAGER BUT Stores DOM-TOM

2010-2012

- Built new product lines by selecting products at international furniture fairs across Europe and Asia
- Analyzed market opportunities, trends and competitors to feed into the merchandising strategy
- Evaluated sales and product performance of existing product lines
- Negotiated purchasing price, lead times, quality standards with suppliers
- Optimized stock inventory management by planning orders, defining volume products quantities and restocking from 40 suppliers

**SIMPLE** (Paris, France).

Event Agency. Prestigious clients as L'Oréal, Essie, Piaget, BCG, Total, Peugeot, Van Cleeff and Arpels

simple

✂ **PROJECT MANAGER**

2009-2010

- Launched corporate events for L'Oréal, including "For Women in Science 2009" and "L'Oréal Centenary"
- Managed multiple complex event budgets
- Spearheaded press events for L'Oréal Paris, leading to the successful launch of latest mascara product
- Managed relations with suppliers, service providers and the client
- Coordinated logistics, creation and production dedicated teams

**L'Oréal** (Paris, France).

€22.98 billion annual sales.

First cosmetics group worldwide.

L'ORÉAL

✂ **PROJECT MANAGER** (sustainable development and sponsorship)

(internship) 2008

- Established and organized the sponsorship program "For Women in Science 2008" in partnership with UNESCO
- Recruited SIMPLE event agency and lead event guidelines and creative portfolio
- Assisted in implementation of the French division's sustainable development politics and strategy
- Interviewed and empowered internal decision makers
- Created the sustainable development report 2008 for PGPF division

**HighCo** (Aix-en-Provence, France).

€133 million annual sales. Present in 13 European countries.

Marketing solutions agency specialized in mass-market retail and consumer goods.



✂ **PROJECT MANAGER**

(internship) 2006

- Set up trade marketing operations (BOGOF, competitions, premiums etc...) for Casino group through all the super and hypermarket stores network
- Responsible for Casino's advertising campaign: mastered the complete graphic chain, wrote the creative brief, managed production
- Executed and presented a benchmarking regarding new POS and store layouts, creative sales tools, advertising trends

## EDUCATION

**Master in Science of Management - AUDENCIA Business School** - France

2005/2008

Audencia Business School is among the top 1% of business schools worldwide to be accredited by all three management education associations: **EQUIS**, **AMBA** and **AACSB**.

**Bachelor in Modern Literature - Paris Sorbonne University** - France

2001/2004

## ADDITIONAL INFORMATION

**Languages** English: Fluent Spanish: Intermediate Thai: Basic

**Software** Microsoft Office (Excel, Word, PowerPoint), Nosica, AS400, Xpert

**Hobbies** Gastronomy, Literature, Traveling, Music