

# Leila Mezzi

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Dubai, UAE

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## SUMMARY

**Certified Co-active coach, specializing in Leadership and Team Coaching with a background in sales within the luxury goods industry (Europe, Middle East).**

## KEY ACHIEVEMENTS

- Facilitating team building and team coaching sessions in dubai
- Coaching/Developing a team of 60 people under my responsibility
- Increase sales by 35% above target by motivating the team, introducing sales techniques training, implementing incentive plans.
- Single-handedly managed a large team of 125 members across 25 retail stores, handled up to 35 brands simultaneously (Dior, Chanel, Lauder, Clarins, YSL)
- Reduced overstock by 3 Million through proper stock allocations, planned promotion, special events.
- Setting-up a new retail store concept in the GCC region, achieved 40% above target during the opening, negotiated with retailers/distributors in the region

## EXPERIENCE

### **Al Tayer Trends - Dubai UAE**

#### **Area Manager Retail Division**

**2013**

- Leading and managing a sales team of 60 people
- Setting sales and purchase forecast
- Team Coaching and People Development

### **LM Consulting – Team & Individual Coaching - Dubai UAE**

**2011 - 2013**

I have set up my own business during my certification, focusing on team coaching and individual coaching:

- Team coaching and facilitator (in collaboration with Dubai Drums)
- Team building (in collaboration with Jupiter Eclipse)
- Individual coaching (life coaching and leadership coaching – 10 clients)

### **Area Sales Manager GCC**

#### **Victoria's Secret Beauty & Apparel - Dubai, UAE**

**2009**

Limited Brand is an american multinational company that sells lingerie, personal care, beauty products, apparel and accessories through Victoria's Secret, Pink, La Senza brands.

- Setting up the business & strategy, relaunched the brand in the region
- Recruiting a team of Beauty Advisors (20 in Kuwait, 20 in UAE, 3 in Qatar)
- Setting-up sales target (in/out) and creating an incentive plan and commission
- Preparing & organising training book for the sales force in the region
- Defining and implementing marketing strategy for my area
- Launching the new TNT (Travel & Tourism) concept in the region
- Training the team on product knowledge, sales techniques and customer service
- Developing strategic partnership with distributors and bluechip opportunities (Duty Free)

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## **Brand Manager – Dubai UAE**

**Elizabeth Arden - JNC - Dubai, UAE**

**2008**

Elizabeth Arden is an american multinational company that sells Beauty Products

- Leading and managing a sales team of 15 people
- Setting sales and purchase forecast for all the retailers
- People Development (Training on sales techniques, customer service)
- Developing strong relationship with retailers/distributors
- Developing and implementing sales and marketing activities to build brand image
- Stock management, Inventory control
- Purchasing and planning
- Recommending marketing strategies and plans to achieve desire growth

## **General Manager Operation – Dubai, UAE**

**2006 - 2007**

**Paris Gallery - Spa Division - Day Spa & Comfort Zone franchise**

Brands: L'Oreal, Kerastase, Phytomer, Decleor

- Managing a team of 150 people
- Setting spa budgets/forecast in terms of sales, purchase, stock, finance planning, maintenance
- Directing activities to insure consistent expansion of profitable sales, establishment of new clients, improve effectiveness and efficiency
- Hiring, training the team to ensure performance and success
- Assisting with research and development of new concepts and services
- Developing, overseeing, promoting profitable sales and marketing efforts for products and services
- Analysing the strengths and weaknesses of the business and developing and enabling strategy to ensure success

## **Cosmetics Division Manager UAE**

**2003 - 2005**

**Paris Gallery - Retail Division (Chanel, Dior, YSL, Clarins, Lauder, Givenchy...)**

Al Fahim Enterprises is the owner of one of the largest retail store in the GCC region

- Managing a team of 125 members across 35 stores, and handling up to 35 brands
- Monitoring and encouraging sales performance
- Preparing budgets, setting team objectives, and assigning sales target per store
- Negotiating and coordinating with suppliers in terms of training, promotion, margin
- Evaluating sales performance, market trends and competitor activities
- Purchasing, planning, stock management, inventory control
- Developing,implementing internal processes for improved control and higher efficiency

## **Brand Manager GCC Countries**

**2002**

**Traveller Ltd - Inflight Travel Retail (Brands: Chanel, YSL, P&G, Givenchy, Puig)**

Chalhoub Group - Dubai is a leading distributor of cosmetics, fragrances in the region

- Preparing marketing and media plans: pricing, structure, sales forecasting, stock, listing on board, advertising expenditure, sales in/out, ranking, marketing investment
- Presenting results and objectives of the in-flight sales business to suppliers
- Setting investment budgets identifying strategies for airlines to implement
- Following up budgets, turnover and expenses, brand performance
- Coordinating promotion and communication

## **Sales Administration Manager - Export - Middle East, Europe, Asia, America**

**Pacific Creation Parfums - Paris**

**1999-2001**

PCP is the creator of Lolita Lempicka and JCC Perfumes

- Management, Recruitment and training
- Following marketing strategies and plans
- Preparing and controlling business plans, budgets and forecast for each brand
- Analysing and controlling distributor sales and stock levels in co-ordination with area managers
- Inventory, production and stock control
- Following on orders based on forecast, shipment, deliveries and payment

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## EDUCATION & COURSES

<b>Drum Circle Facilitator Dubai, UAE</b>	<b>Sept 2013</b>
<b>6 seconds – EQC Certification (Emotional Intelligence)</b>	<b>Feb 2012</b>
<b>CTI Coach Training Program Dubai, UAE</b> <b>CPCC, Certified Co-Active Coach, Co-active Coaching</b>	<b>2011 - 2013</b>
<b>CTI Leadership Program – Northern California USA</b> <b>Leadership Program</b>	<b>2011 - 2012</b>
<b>ESGCI Business School - Paris</b> Majored in International Business	<b>1995</b>
<b>Lycee Maurice Genevoix - Montrouge</b> Baccalaureat - Business	<b>1991</b>

## LANGUAGES

- Mother tongue: French
- Fluent: English and Spanish
- Intermediate: Arabic (spoken)

## SOFTWARE SKILLS

Word, Excel, PowerPoint, Outlook

## HOBBIES & INTEREST

Sports & Outdoor Activities  
Geopolitics and Oriental literature  
Travel

## PERSONAL

**Date of Birth:** May 14<sup>th</sup>, 1974

**Nationality:** French

**Drivers license:** French & U.A.E.