

Maël Le Pouésard

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WORK EXPERIENCE

WHAM

Oct. 2022 – Present

Junior Strategist

London, UK

WHAM is the Brand Group for global multinational, CK Hutchison Holdings, owner of telecommunications giant, The Three Group, the world's largest health & beauty retailer, Watsons and the world's leading ports network, Hutchison Ports. WHAM leads branding across five core categories – ports, retail, infrastructure, energy & telco:

- Create and evolve brand strategies through category & customer insights, e.g. La Suiss Derm skincare scientific repositioning, Men skincare brand tackling skin insecurities, etc.
- Create strategic briefs for packaging, logo and naming projects across various CKHH categories and clients, e.g. Ports OS logo, Orita tiered packaging system
- Create internal and external communication strategies, e.g. Port of Felixstowe 5-Year Vision
- Present to end-clients, including to C-suite level
- Brand guardianship through recurring brand audits, e.g. Marionnaud quarterly brand purpose audits

Cool Inc

Oct. 2021 – Oct. 2022

Brand Consultant

Riyadh, Saudi Arabia

Brand consultant for the implementation of 23 high-profile restaurant franchises, from fast casual to luxury.

Involved in the development process, from build to opening, ensuring brand is correctly distilled in local market:

- Conducted primary and secondary research with franchisors to build brand books for each concept, including target audience, positioning, brand personality and key touchpoints (service style, product philosophy, etc)
- Create and carry out brand behaviour training for 500+ team members
- Create strategic brand briefs for development of touchpoints like music, artwork, and uniforms

Hakkasan Group

Feb. 2019 – Oct. 2021

Category Manager

London, UK

Created an out-of-home channel in response to Covid. Grew from 1 shopfront to 23 shopfronts, across 5 brands, growing weekly revenues by 223%. Responsible for ongoing strategy & financial performance:

- Led the development of a virtual brand, Casa Calavera from market research through to launch. Achieved a LFL revenue growth of 48% in one year. Expanded to 3 locations
- Conceptualise and coordinated product collaborations with brands like The Dorchester

EDUCATION

École hôtelière de Lausanne

February, 2019

BS

Lausanne, Switzerland

- 3.3/4.0 GPA, honours
- Work experience abroad in Hong Kong during fall/spring 2017 semester
- Student ambassador, travelled to India to promote the university, official drummer of the school jazz band, head of food and beverage for the annual 'fete universelle' event for 4000+ students

CERTIFICATIONS, SKILLS & HOBBIES

- **Certifications:** Brand Strategy Fundamentals (The Futur), Brand Management (London Business School)
- **Skills:** Brand positioning, brand architecture, market research, storytelling, presentation creation and delivery, briefing, workshopping, analysis
- **Hobbies:** Run Good Vines, a wine tasting club for the uninitiated, drums and handpan, sourdough baking, hiking, food writing