



Job Description

Position: Director Sales Europe Brand-Led, Le Labo Fragrances

Location: Rue Cambon, Paris

Date: September 2022

The Director of Sales EU Brand-Led will lead the implementation of the brand strategy and drive the business across *all* the current regions and partner closely with Brand director EMEA on Europe *brand-led* expansion and new market launches.

The Director of Sales EU Brand-Led is responsible for achieving sales targets and agreed profitability in all doors and leading the two Field executive sales managers. Additionally, He/she will drive all aspects of managing a Field team including hiring, supervising, education, coaching of direct reports and point of sales staffs in the region.

In this role, the Director of Sales EU Brand-Led will champion and diffuse the values of the brand in the region, nurture brand culture and develop a sense of community belonging.

Additionally, he/she will help create efficiencies, improve processes and reporting templates to enable critical analysis and strategy planning of the business. The Director of Sales EU Brand-Led will closely partner with the Store Operations leadership team as well as EMEA Education, Finance, Planner and Marketing Manager. He will report to the Brand Director EMEA.

Qualifications:

10+ years of experience.

DRIVE SALES AND PROFITABILITY

- Drive sales for the region and guarantee on-brand execution at all time, across all doors and all channels,
- Drive Field team to deliver profitable sales plans and increases market share by achieving sales objectives and implementing education and marketing strategies
- Strategic plan for new doors opening: assortment, hiring, education. Lead the implementation of the brand's opening strategy plan in all new doors (training, in-store partnership, sampling), oversees execution, monitor performances of opening strategy and lead team to redirect efforts as needed
- Strategically partner with leadership teams of key retailers to drive business and maximize market share
- Work closely with regional education to identify local training needs and create specific and measurable action plans to fill gaps in knowledge and/or service.
- Lead the creation of a strong and relevant marketing plan for retailers
- Together with Brand Director establish sales objectives by forecasting annual sales goals for regions (for new and existing doors), monitor monthly achievements, identifies risk and opportunities to deliver latest estimates.
- Analyze sales weekly, monthly, Monitor and understand KPI, coach Field team on redirecting efforts to achieve monthly targets.
- Create and communicate monthly and bi-monthly business updates



- Identify business opportunities and strategic changes to improve profitability (assortment updates, new partnership, wholesale, staffing structure ...)
- Partner closely with Sales planner on new launches forecast

TEAM MANAGEMENT

- Champion the values of the Brand, and help educate team members in what those are and how they are manifested in our culture and environment
- Cascades sales and strategies to Field to align and engage teams in the vision
- Develop the talent and capabilities through accompanying store visits, management meetings and one-on-ones coaching to support the team to strive for excellence and reach their best contribution.
- Ensure all retail Souls are experiencing on-going training regarding service, culture, and creations – especially in top-tier doors.
- Identify and facilitate on-going job specific training for sales and training staff in creation knowledge, service/communication and brand knowledge
- Assess regional needs by observing and facilitating In Store Support, Counter Support, Workshops, and other Training formats.
- Work with regional education on the timely planning, deployment, and organization of all Global Education programs/assets
- Oversees recruitment and onboarding of new teams and keeping Le Labo specific profile retail in all doors
- Partner with Human Resources to ensure top talent development and succession planning
- Implement measures to reduce and minimize staff turnover
- Provide an atmosphere that motivates, encourages, and challenges sales and training staff to achieve excellence.
- Lead implementation of meaningful and on-brand immersions sessions for new employees as well as organizing annual seminars for entire team
- Share training needs, successes, and opportunities with EU Education on an ongoing basis.

Business Development & Strategic Planning

- Assist in the strategic long-range planning of the region, outlining distribution roll out by market (across all continental Europe) and by channel
- Develop channel expansion strategy based on global strategic guidelines
- Develop headcount / field sales team evolution based on long range development of the brand
- Source, secure and open FSS locations to further brands DTC focused approach in the region, balancing the trash & posh location strategy; partner with EMEA corporate retail team on the P&L case and drive the approval of the doors

Contact only to apply: ikulikova@elceurope.com (Irina Kulikova are not a hiring manager and she will forward all CVs to the Le Labo Brand director)