



Selina Verma-Jones

Head of B2B EMEA

 London, UK

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Languages

English (Native)

French (Fluent)

Hindi (Native)

Punjabi (Native)

About

Experienced senior executive with a strategic commercial and marketing focus. Have achieved strategic growth with established luxury (beauty and RTW) brands as well as exciting high-growth start-ups.

BRANDS WORKED WITH

Bonpoint

Byredo

Comptoir des Cotonniers

Medik8

Officine Universelle Buly 1803

Pangaea

SALLE PRIVÉE

Experience

● Head of B2B

Medik8 | Aug 2022 - Jul 2023



● Head of EMEA at Medik8

Pangaea | Aug 2022 -



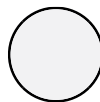
● Chief Business Officer

SALLE PRIVÉE | Jun 2021 - Aug 2022

● Brand Managing Director

Officine Universelle Buly 1803 | Feb 2019 - Jul 2021

Strategic & operational management of UK subsidiary including total P&L ownership. Overseeing local communications strategy; marketing (analytics & trade), digital marketing (eCRM, social, traffic acquisition) events, partnerships and managing external PR agency. Ecommerce strategy & mapping, commercial development; defining wholesale & retail channels, distribution planning and driving sell in/out. Business planning including three-year strategic plan.



● Head Of Brand

Byredo | Sep 2017 - Feb 2019

Strategic management of the UK team; 10 direct reports. Managed commercial network of large wholesale accounts (fragrance and leather) and flagship store. Oversaw trade activity with online partners; launches, retail and wholesale activation, KPIs & performance planning & review. Managed NP activations and new categories (leather, eyewear, beauty) and delivering integrated 360 marketing plan. In charge of communications planning and implementation; events, partnerships and overseeing PR external agency. P&L responsibility; commercial growth strategy and five-year expansion plan.

[see less](#)



● UK General Manager & Representative Director

Bonpoint | Jan 2011 - Aug 2017

Strategic and operational management of the UK subsidiary; 12 direct reports (total team 95). Retail network & wholesale accounts (RTW and Beauty). Managed communications strategy (PR, marketing, social, events & partnerships). In charge of beauty and fragrance business strategy across the omni-channel. Overlooked all business functions; finance, HR, operations, logistics. P&L and CAPEX ownership; collaboration with the board on strategy planning.

[see less](#)



● Area Manager UK

Comptoir des Cotonniers | Jul 2007 - Jan 2011

Operational management of 19 retail stores; 14 stand-alone and 5 concessions. Managed UK office & 22 direct reports (total team 105). Oversaw commercial budget, local communications agency & marketing events. Responsible for implementation of UK Growth Strategy; 14 stores opened between 2007 - 2009

Education & Training

- 2020 - 2021 ● **CIM | The Chartered Institute of Marketing**
Bachelor in Professional Digital Marketing (Level 6), Digital Strategy & Optimisation
- 2006 - 2007 ● **University of Pau and Adour Countries**
French, French
- 2001 - 2004 ● **University for the Creative Arts**
BA Honours Degree, Fashion Promotion