



Gil Mannarini

Strategic, visionary, and collaborative leader with a creative career in marketing and commercial management within the fashion and beauty industries.

Paris, France

Gil is **Available to work**

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Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Hourly Consulting, Permanent Positions, Freelance Assignments

Skills

SOCIAL LEADERSHIP - Influence, collabor...

Drive Vision and Purpose. (Advanced)

Effective Communication. (Advanced)

Building Networks. (Advanced)

Balancing Stakeholders. (Advanced)

Problem Solving Agility. (Advanced)

Resilience, Innovative Thinking. (Ad...

Languages

French (Native)

English (Fluent)

Italian (Basic)

About

Specializing in transformative strategies, international business development, and multi-network expansion. Dynamic and results-oriented professional professional with a proven track record in steering businesses towards growth and success.

BRANDS WORKED WITH

BLANC BLEU

CGM, Conseil en Gestion et Management

Elite Model World Group

Elite Model World - Middle East Master Licensee/Franchisee

Elite Model World - Middle East Master Licensee/Franchisee

Elite Model World - North America Master Licensee

Jean Charles De Castelbajac

Maison des Fleurs

SM Studio

Experience

Managing Director

CGM, Conseil en Gestion et Management | Jun 2021 - Now

Consulting in Marketing Strategy, Commercial Organization, and Company Management (Paris, France)

Actively manage the interests of a group of private investors in the F&B industry, ensuring management control of the companies, driving business development, and supervising the managing teams to improve marketing and management tools, to optimize the growth and profitability of the group's companies. Commercial developments carried out on behalf of the companies, leading to a 20% expansion of the client portfolio, and a 25% increase in the group's profitability.

- Open of Lingui Yo restaurant in the Monoprix on Les Champs Elysées in Paris, as well as the opening of crêperie corners under the O11ze brand and sushi corners under the Kumo brand in Monoprix stores
- Signing of two licensing agreements with the brand Fauchon, for tableware and coffee products
- Development of various exclusive culinary collaborations for Monoprix, bringing together artists and pastry chefs :
 - Pop Art artist Richard Orlinski and pastry chef Yazid Ichemrahen (2014 pastry world champion)
 - Street Art artist Chanoir and pastry chef Nina Metayer (2023 pastry world champion)
 - Le Petit Prince and pastry chef Aurelien Cohen
- Launch at Monoprix of a new range of Italian food products created by Chef Luana Belmondo
- Launch at Monoprix of a vegan range of meat substitute products under the brand Rilbite
- Launch at Monoprix of a range of donuts under the brand Mon' Donut.

Chief Executive Officer

Elite Model World - Middle East Master Licensee/Franchisee | Apr 2019 - Mar 2021

Lutece Holding - Middle East Master Franchisee/Licensee of Elite Model (Dubai, UAE)

- Ensured partners' compliance with the contractual terms and conditions, and adherence to strategic marketing guidelines
- P&L management, budgeting and forecasting, assisted licensees in resolving operational issues related to the COVID crisis
- Organized the transition for the transfer of master license rights to the Elite Model World group at end of the 10-year contractual period.



● Chief Executive Officer

Maison des Fleurs | Oct 2016 - Mar 2019

Luxury floral retail concept (Dubai, UAE)

- Built the marketing strategy, created the brand retail concept and guidelines, and established a retail network in the GCC territory
- Developed a phygital strategy that increased online customer engagement by 50%, and contributed to a 20% boost in online sales
- Built the franchise program, overseeing its conceptualization and actively developing it from inception to full implementation
- Expanded the retail network from a single store to 11 stores in the UAE, Qatar, Bahrain, and Oman, generating a revenue of €12 million
- Growth of 60% in brand awareness in the Middle East, with an average daily footfall rate in the retail network of 1,500 customers
- Negotiation, procedural management, and conducting the due diligence for the acquisition, resulting in the sale of the company to a third party.

● Chief Commercial Officer

Elite Model World - Middle East Master Licensee/Franchisee | Oct 2012 - Sep 2016

Lutece Holding - Middle East Master Franchisee/Licensee of Elite Model (Dubai, UAE)

- Signed Fashion and Beauty license and franchise contracts in GCC countries, generating €18 million in revenue with €2,2 million in license earnings
- Successfully built the retail strategy, opening 10 new fashion stores and 5 beauty studio in the UAE and Bahrain, increasing the brand presence by 40%
- Developed go-to-market strategies and marketing tools for launching and promoting Fashion and Beauty retail networks
- Provided marketing guidance to partners for the development of their “go-to-market” product strategy, to achieve their business objectives
- Coached partner management teams to optimize license and franchise operations, resulting in a 30% increase in operational efficiency
- Launched Elite Model Look contest in the UAE and Bahrain, attracting over 2,500 candidates and increasing the brand visibility by 40%.

● Chief Executive Officer

Jean Charles De Castelbajac | Mar 2012 - Aug 2012

Fashion designer brand (Paris, France)

- Following the acquisition of the brand by its Korean licensee, executed a transitional management mandate for the reorganization of operations and the definition of a new marketing strategy.

● Licensing President

Elite Model World Group | Jan 2008 - Feb 2012

The Fashion and Beauty world of Elite Model, the most prestigious model agency (Paris, France)

- Development of a World-Class Corporate Brand program, this initiative increased the global brand value within a three-year period and generated a revenue boost through strategic license partnerships
- Overseeing global licensing initiatives, shaping impactful branding strategies, and fortifying brand equity across all channels and markets
- Negotiation of fashion and beauty license contracts in Europe, Asia, North and South America, including the perfume license with Coty, the makeup license with the Watson Group, involving the opening of more than 1,500 makeup corners in Asia, along with others licenses such as the ready-to-wear in China
- Licensing developments generated a 20% increase in revenue, thereby achieving a license income of 10.6 million euros in 2011, based on a global sales turnover of 110 million euros
- Providing guidance of licensees’ operational teams in developing their product, sales and marketing strategies
- Supervision of the product development, validation, and launch processes, ensuring effective coordination among licensees’ teams and

markets, adherence to brand guidelines, and overall brand cohesion

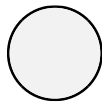
- Development of the retail marketing strategy and coordination of the opening of the "Elite Model" fashion & beauty concept store on avenue George V in Paris, serving as a showcase for global license expansion, with the opening of flagship stores in Shanghai and Dubai
- Supervision of the annual "Elite Model Look" contest held in 70 countries, funded through sponsorship with an average annual budget of 8 million euros
- Legal and intellectual property management, overseeing the P&L and defining licensing budget forecasts to ensure compliance with financial objectives, achieving a success rate of 95% compared to forecasts.

● Managing Director

Elite Model World - North America Master Licensee | Nov 2004 - Oct 2007

United Licensing Group - North America master licensee of Elite Model (Los Angeles, USA)

- Developed Elite Models Fashion licensing program, and defined the marketing strategy for the US market, generating a revenue of \$24 million in 2008 with license earnings of \$2,9 million
- Organized the development of fashion and accessories lines through licensing, and formulated go-to-market strategies for licensees, resulting in a 30% increase in licensee sales in the first year
- Developed the business model for the US Fashion Academy and, in collaboration with a third party, launched the first Elite Fashion Academy in Los Angeles, attracting more than 400 students
- Inaugurated the "Elite Models Fashion" concept store on Melrose boulevard in Los Angeles, which recorded an average monthly attendance of 4,500 visitors, and achieved a 20% growth in retail sales during the first year.



● Managing Partner

SM Studio | Feb 2000 - Sep 2004

Fashion consulting agency specialized in strategic and operational marketing (Miami, USA)

- Jiki (fashion), launched the brand retail concept with store openings in Bal Harbour, Miami and Palm Beach
- Von Dutch (fashion), collaborated with Christian Audigier to develop the first licensing program for the French market
- Jean Charles de Castelbajac (fashion), acted as a brand ambassador to support the brand's launch in China
- Technomarine (luxury), expanded the US sales network and contributed to the definition of the marketing strategy
- Camps United (fashion), developed the European licensing strategy and expanded the brand's licensee network from 6 to 18 licenses
- UCLA (fashion), served as a licensing representative of the university, to develop licensing operations in Europe
- Elite Model (fashion), developed the sales and marketing strategy to launch Elite Models Fashion handbags license in the US.



● Commercial and Marketing Director

BLANC BLEU | Jan 1997 - Dec 1999

GFAD - French Luxury Sportswear brand (Paris, France)

- Multichannel sales management, achieved a 25% increase in annual sales through the implementation of innovative B2B/B2C strategies
- Developed an affiliate commission program, expanded the franchised network from 35 to 65 stores across Europe and the US
- Supervised 150+ employees (sales, merchandising, and marketing), achieved a 20% improvement in productivity through team motivation
- Organized the expansion of the agent network in European markets, leading to a 30% increase in sales in these regions
- Co-management of the design department to develop and launch the urban contemporary collection.

Education & Training

2007 - 2007 ● **Florida International University**

BBA with major in marketing, Business Administration Certificate of Equivalence.