



Samuel Byk

Omni-Channel Specialist (Fashion & Luxury goods). CEO at Authentic Luxe Accessories

📍 Denpasar, Denpasar City, Bali, Indonesia

✅ Samuel is **Available to work**

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Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Hourly Consulting, Permanent Positions

Skills

Luxury (Advanced)

Business Development (Advanced)

Omni-Channel Marketing (Advanced)

P&L Management (Advanced)

E-commerce (Advanced)

General Management (Advanced)

Languages

French (Native)

English (Fluent)

Czech (Work Proficiency)

Italian (Fluent)

Indonesian (Work Proficiency)

Spanish (Fluent)

About

International Business Development and Strategy Specialist with 20 years of experience in Europe and Asia Pacific, championing new revenue sources and profit growth. Entrepreneurship skills in Distribution & Marketing Fashion and Luxury brands into new markets Multicultural sensitivity, International business mindset. E-commerce/ Omni-Channel strategist. Market Development, Route-to-Market and Route-to-Brand.

BRANDS WORKED WITH

Authentic Luxe Accessories LLC

Dynastyle-CZ S.R.O

Euro Asia Business Development Llp

FJ Benjamin

Julie & Grace GmbH

Lazada Group- Alibaba Group

Mamenta

Moviestar Creation Sa

Tiger Export Pte Ltd

Time for the Planet

Experience



● Associate

Time for the Planet | Jun 2022 - Now

Time for the Planet est une entreprise à mission qui souhaite rassembler 1 milliard d'euros pour déployer 100 innovations luttant contre le réchauffement climatique. Il est possible de devenir actionnaire à partir d'un euro investi. Nous sommes la dernière génération à pouvoir éviter un effondrement du climat. Agissons ensemble ! Si vous souhaitez savoir comment vous engager, c'est par ici : [https:// www.time-planet.com/fr](https://www.time-planet.com/fr)

● Chief Executive Officer

Authentic Luxe Accessories LLC | May 2019 - Now

Set up own automated online e commerce operation to sell directly authentic luxury goods to Asian and Australian customers from Europe sourcing.

● Chief Commercial Officer (CCO)

Moviestar Creation Sa | Aug 2019 - Feb 2022

Collaborate with the founder of the Company to launch a luxury product dedicated to the 7th Art: i.e. Cinema. In charge of Sales & Marketing.

● VP Sales APAC

Julie & Grace GmbH | Apr 2018 - Jun 2019

- Improve the revenues with existing sales channels: The Iconic, Zalora and Lazada. GMV revenue increase of +200% from 2018 to 2019.
- Open new accounts In South East Asia: Zilingo, Shopee, tokopedia and Qoo10.sg
- Register the trademark for APAC markets to protect the brand equity
- Manage a team of 5 people: 2 sales staff and 3 operations assistants

● Senior Vice President Of International Sales and Marketing

Moviestar Creation Sa | Jan 2017 - Jul 2019

Collaborate with the founder of the Company to launch a luxury product dedicated to the 7th Art: i.e. Cinema. More info to come soon

● Vice President of International Operations (APAC)

Mamenta | May 2016 - Feb 2018

Mamenta is a global commerce platform that enables brands and retailers from every continent to expand internationally. The Mamenta solution uses Artificial Intelligence to automate the complexity of global



trade enabling brands and retailers to sell their merchandise direct to consumers on marketplaces all around the world. For more information, please visit www.mamenta.com. My role: Building and growing partnership with E-commerce marketplace platforms in ASIA. Connect with Global Brands/Retailers (Fashion, Luxury) that want to onboard on the Mamenta platform for their global Omni-Channel strategy.

- Set up the logistic regional hub facilities and partnership in APAC: DHL ecommerce, Acommerce
- Cross border deals with Brands (Cosmetic, Health & Beauty, Fashion): Comvita, Cynthia Rowley, New Look, Blue Saint, Spy Optic, The Art of Shaving to APAC and Middle East Market Places (Elevenia, Lazada SG/MY/PH/ID, Redmart.com, Souq.com, etc...)
- Cross border watches/Luxury bags deal from UK/ USA to Middle East (Souq.com)
- Signing up partnership with the key ecommerce players and 3PL in APAC

● Regional Category Manager - BUY VIP

Lazada Group- Alibaba Group | Mar 2015 - May 2016

Part of a team building South East Asia's biggest online department store. Funded by Alibaba Group, Rocket Internet, Tesco, JP Morgan, Kinnevik and Summit Partners. Join the newly created division BUY VIP to sell high-end fashion items on Lazada. My role: Building and growing our High end/ Luxury items through all categories of products.

- Increase of 60% luxury good regional revenue in past 9 months. Launch Luxury Flash Sales weekly event on Lazada Indonesia website. Generate over 300 transactions per flash sale
- GMV of Fashion Luxury goods in Indonesia got 400% growth in 6 months time.
- Finalising regional agreement with Luxury/Lifestyle Brands regional office to sell on Lazada marketplace in several SEA countries: Coach, M Kors, etc...
- Negotiate with Philippines #1 luxury retailer SSI Inc to do clearance on Lazada.com.ph. 4 brands including an American Brand with 10M fans on FB will be in this initial stage
- Obtained Pierre Balmain to sell on Lazada cross border platform with FBL (fulfilment by Lazada)

● Partner

Euro Asia Business Development Llp | Apr 2009 - Aug 2014

Business development in Luxury, Fashion retail in Asia and Europe Business Development Distributor for Apothecus Inc. in South East Asia E-commerce consulting for Fashion and luxury label designers in Asia Business Adviser missions for jewellery manufacturer Sourcing for luxury resorts shops.

● Bus Dev manager

FJ Benjamin | Jan 2007 - Jan 2008

In charge of In-house Label Raoul business development and internet-e-commerce platform as well

● Market Development Manager

Tiger Export Pte Ltd | Jun 2006 - May 2007

Market study in France. Manage-Develop POS with Irish market distributor

● Shareholder, Executive Managing Director

Dynastyle-CZ S.R.O | Feb 1998 - Dec 2005

- Build up a portfolio of Prestigious Fashion Brands in Wholesale and Distribution activities.
- Exclusive Distributor of Pierre Cardin licensees for ties, t-shirts, shoes and socks
- Exclusive Distributor of Christian Dior (including Slovakia, Hungary and Slovenia territories) ties, scarves and men knitwear collections (2001-2004)
- Exclusive Distributor of Rousseau SA licensed Dior men shirts collection (1999-2004)
- Exclusive Distributor of Givenchy and Loewe fashion accessories including shirts, scarves, pens & lighters Japanese licensee, leather goods and ties collections (2002-2005)

- Exclusive Distributor of Spanish ties Sebastian Andreu SA
- Exclusive Distributor of Pall Mall Export BV Men casual clothing collection (1999-2003)
- Consulting Activities for Belsoda SA in 1998 for financing project with EU TACIS Funds
- Cooperation with Adoxa Ltd (2002-2005) for the management of a shopping concept store for Asian tourists in Prague