



# Gabriel Hau-drechy

Senior Product Marketing Manager

📍 78370 Plaisir, France

✔️ Gabriel is **Available to work**

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## Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Freelance Assignments, Permanent Positions, Hourly Consulting

## Skills

Trilingual (English,German,French) (Ad...

Problem Solving (Advanced)

Consumer Insight (Advanced)

Communication (Advanced)

Strategic Planning (Advanced)

Qualitative Research (Advanced)

Team Player (Advanced)

## Languages

English (Fluent)

German (Fluent)

French (Fluent)

## About

Having had the chance to live abroad since I'm 9 years old, I've developed great interpersonal skills and can adapt to new situations quickly. Being an ambitious and curious individual, I embrace new challenges that enable me to grow. With over 6 years of experience in product management, I have developed a great capacity to understand consumers & create impactful strategy and Go to Market plans. Looking for a new challenge, I would love to bring my expertise and passionate personality to benefit your company's growth

### BRANDS WORKED WITH

Adidas

## Experience



### ● Senior Product Marketing Manager Men's

Adidas | Jun 2021 - Dec 2021

- Responsible for the full Men's training apparel business: 6.2 million pieces; 117 million € net sales
- Leveraging user research & brand strategy to create consumer winning products
- Building marketing campaigns with the help of our communications team to promote our newest collections
- Redefining the positioning of Adidas Training within the fitness industry
- Building and managing relationships with cross-functional teams including designers, sales, engineers and developers
- Analysing qualitative and quantitative KPIs to impact the category direction



### ● Product Marketing Manager Men's Training

Adidas | Jun 2019 - Jun 2021

- Responsible for the relaunch of adidas' entry level sport apparel offer including 5 million pieces globally and 61 Million € Net sales
- Conducting market research to unlock new opportunities for the business unit
- Creating the first digital ranges for Adidas' Apparel collection
- Organizing virtual and in person events to identify consumer needs & painpoints to adapt our product strategy. (Webinars, Product testing, Product Videos...)



### ● Category Manager North America

Adidas | Sep 2019 - Dec 2019

- Managing and forecasting order quantities for the north american markets
- Analysing KPI's in order to influence and drive business profitability
- Understanding and tailoring product offer to the north american region



### ● Assistant Marketing Manager Men's Training

Adidas | Dec 2016 - Jun 2019

- Breaking down global category strategy to concept level
- Driving product creation process from range planning, design phase and handover to markets with the whole cross-functional team
- Building and delivering product strategy plans with consumers in mind.
- Driving the integration of product related brand initiatives and technologies



### ● Sales Representative Originals Footwear & Apparel

Adidas | May 2016 - Nov 2016

- Responsible for 2 million euro sales with key accounts such as Sport 2000 and Intersport
- Responsible for the buying days project in the different showrooms in France.
- Customer portfolio management, sell in, invoice, backlogs
- Restructuration of Adidas Original's distribution