



Gabriel Hau-drechy

Senior Product Marketing Manager

📍 78370 Plaisir, France

✅ Gabriel is **Available to work**

[View profile on Dweet](#)

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) (Advanced)

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