



Boris Carreau

Brand building expert with 15+ years of experience: marketing, digital, merchandising, sales operations and media

📍 Dubai - United Arab Emirates

✔ Boris's availability **should be discussed**

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Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions, Hourly Consulting, Freelance Assignments

Skills

Digital Marketing (Intermediate)

B2C Marketing (Intermediate)

Digital Media (Intermediate)

Marketing Budget Management (Advanced)

Marketing Communications Planning (Advanced)

Campaign Management (Advanced)

Strategic Marketing (Advanced)

Sports Marketing (Intermediate)

Retail (Intermediate)

Merchandising (Intermediate)

Brand Management (Advanced)

Brand Development (Advanced)

Budget Management (Advanced)

Marketing (Advanced)

Brand Awareness (Advanced)

About

Brand enhancement expert with 15+ international experience in marketing, product, merchandising and buying for top fashion, lifestyle and FMCG brands

BRANDS WORKED WITH

Adidas

Dyson

PVH

Ralph Lauren

Experience



● Head of marketing

Dyson | Jan 2022 - Now

- Develop and execute marketing, media, digital, product and brand strategies to deliver growth across Beauty, Floor care, Environmental care and B2B segments
- Owner of brand PnL, driving efficiency, implanting brand KPIs to measure impact
- Drive market insight to enable tailored messaging in local campaigns



● merchandising & sales operations director

Ralph Lauren | Aug 2019 - Jan 2022

- Lead cross brand international special projects from brief to GTM strategy, with a focus on digital partners collaborations for EMEA and APAC (Kith, Zalando, Browns Fashion, ASOS, etc.)
- Drive pure players buying enhancement strategy: consumer knowledge, seasonal planning, GTM
- Manage Sport merchandising for EMEA and APAC (Polo Golf, RLX, Wimbledon, Australian Open)
 - +30M€ incremental sales generated each year via special projects
 - Development of Wimbledon x RL, Australian Open x RL uniforms and retail capsule generating PR and sales



● EMEA Brand marketing director

Ralph Lauren | Aug 2017 - Aug 2019

- Lead brand strategy: strategy, planning and operations of campaigns on and off-line, ensuring 360 consistencies: wholesale & retail marketing, digital, media, PR, CRM
- Leverage and integrate consumers insights to create local content which will resonate to the audience
- Drive consumer and market knowledge to influence brand strategies
- Develop and deliver the sport marketing strategy (Wimbledon, Golf, etc.), renegotiation of the Wimbledon contract
 - Launch of min. 10 campaigns per year
 - Development of local campaign with global reach: E.g. Wimbledon (content creation with APAC celebrities, take over of Regent Street for activation, introduction of eGaming activation)



● EMEA Brand marketing manager

Ralph Lauren | Oct 2015 - Aug 2017

- Develop, adapt and implement the global brand strategy for local markets amplification
- Manage campaigns co-creation process cross departments (PR, Media, Merchandising)
- Collaborate with internal and external agencies for brand content creation and amplification
- Amplify brand sponsorships (Wimbledon, Golf, The Open) for strong visibility on and off-site through impactful marketing mix and influencers partnerships, contractual negotiations
 - Launch of 1st ever micro-influencer pan-EMEA campaign
 - Development of fully integrated campaigns around RL icons

International Marketing (Intermediate)

Business Insights (Intermediate)

Online Retail (Intermediate)

Customer Marketing (Advanced)

Sales & Marketing (Advanced)

Category Insights (Advanced)

Multicultural Marketing (Advanced)

Sales (Intermediate)

Customer Engagement (Intermediate)

Customer Acquisition (Intermediate)

Media Agencies (Intermediate)

Communication (Intermediate)

PnL Management (Intermediate)

Languages

German (Basic)

French (Native)

English (Fluent)



● Marketing and Communication Manager

PVH | Sep 2014 - Sep 2015

- Implement the marketing & communications strategy for emerging markets
- Manage the implementation of the seasonal brand plans with local partners:
digital & social media programs, PR activation, influencers management, retail promotions, CRM, events
- Drive Middle East Ramadan specific product launch
Launch of Calvin Klein in new markets (E.g. Saudi Arabia) through 360° campaigns
1st ever digital media campaign with Carat driving brand awareness and acquisition across the region



● brand manager

Adidas | Oct 2013 - Sep 2014

- Elaborate, adapt and align Global / Regional brand strategies in Maghreb, Levant and Egypt for all divisions
- Translate all initiatives into cost efficient media plans covering all appropriate communication channels
- Ensure broad PR representation in media most relevant to adidas core target groups supporting key brand messages (Sport and lifestyle)
- Create and implement retail activations in MEA for key sports events
Award-winning FIFA World Cup Brazil activation leading to Samba football boots to be sold out within the region



● category manager Style

Adidas | Oct 2011 - Oct 2013

- Develop and implement product range strategy (net sales, margin, SKU target)
- Create and manage the strategic business plan for reaching 2015 global objectives through:
 - Product strategy: offer, positioning, pricing, sales and margin target, collaborations
 - Distribution: Identify and approach new fashion doors
- Work closely with in-house designers to produce locally relevant products
- Elaborate collaboration/influencers and action sport strategies in partnership with PR
- Analyse and optimize sales and profitability per season & category
Launch of the Stan Smith in EMEA shoe sold out within few weeks
1st ever local social media campaign via adidas Originals



● brand manager

Ralph Lauren | Sep 2010 - Sep 2011

- Manage buying, merchandising & business development for UAE, Kuwait and Lebanon
- Oversee Marketing and VM activities
- Negotiate OTB with the supplier, based online and season splits
- Manage budget and P&L for existing stores and new opening / closing



● marketing manager

Ralph Lauren | Apr 2006 - Sep 2010

- Define product and go-to-market strategies, and execute the wholesale marketing plans
- Manage seasonal initiatives: tailor-made trade marketing activities adapted to regions
specificities (POS, windows, events, mailers, etc.)
- Lead planning and on-site organization of seasonal collection launches