



Alexandre Falk

Global Marketing Manager -
French Spirits at Maison Fer-
rand

📍 Paris, France

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Links

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Languages

French (Native)

English (Fluent)

German (Work Proficiency)

About

Marketing and Sales / Brand Management / Global & Local Strategies / Marketing Plans / A&P Budget Management

BRANDS WORKED WITH

BACARDI

Corona Club

Gant AB

La Maison du Whisky - LMDW

L'Oréal

Luxottica

LVMH

Maison Ferrand

Montblanc

Experience

● Global Marketing Manager - French Spirits

Maison Ferrand | Oct 2021 -

Brands Portfolio:

Citadelle Gin, Ferrand Cognac, Ferrand Dry Curaçao, Claude Chatelier Cognac, Mathilde Liqueurs, Froggy B Vodka

- > Management
- > Gather and analyze market intelligence for the Gin & Cognac global markets
- > Identify brand growth drivers
- > Build the Brand Guidelines and Strategies for the brands
- > Explore business solutions & brand experience relevant to the markets
- > Monitor the French Spirits category corporate budgets
- > Develop activation programs (contests, seminars, drink strategies, promotions...)
- > Spearhead the product launches & packaging development
- > Develop & Employ the communication tools
- > Drive the POS development through the different markets
- > Direct the PR agencies
- > Engage the markets in the global strategy and implementing brand global initiatives

Voir moins



● Group Marketing Manager - Spirits

La Maison du Whisky - LMDW | Jul 2020 - Oct 2021

- > Manage a team of Brand Managers
- > Elaborate the Brands Strategies (Marketing, Promotion, Communication, Commercial) in the dedicated areas (France and/or Export)
- > Marketing Plans
- > Manage the A&P Budget
- > Manage the Group Brands per Categories (Gin, Cognac, Vodka, Vermouths, Aperitivo, Digestivo, Armagnac, Calvados, Grappa, Liquors, Sake..)



● Brand Manager - French & Italian Spirits

La Maison du Whisky - LMDW | May 2019 - Jun 2020

- > Manage the relationship with the Suppliers (French & Italian portfolio Brands)
- > Elaborate the Brands Strategies (Marketing, Promotion, Communication, Commercial) in the dedicated areas (France and/or Export)
- > Marketing Plans
- > Manage the A&P Budget and the Brands performances, find ways to increase the growth (in value & in volume)
- > Organize Events to promote the Brands (Fairs, On Trade events...)



● Area Manager - On Trade Day

BACARDI | Jun 2017 - May 2019

- > Development of the Modern and Chic Aperitif's ROS
- > Management of 3 Martini Flagships
- > Activation of the brands' visibility on the sector
- > Development of the area (Paris Extra Center : 1st, 2d, 3d and 4th borough) & development of the products' portfolio with every client (focus on the modern aperitif brands)
- > Organisation of customer events to increase the brands' image and notoriety (focus on Martini and St Germain brands)
- > On trade event realization

[Voir moins](#)



● Global Product Manager Assistant - Biotherm Homme

L'Oréal | Jul 2016 - Dec 2016

- > Activation of the Multi Franchises Animation : Groom Yourself to the Next Level
- > Creation of a dedicated digital platform for the Animation
- > 360° Vision of the project
- > Leading the communication behind all the touchpoints on the project (retail, communication, education, development ...)
- > Proposition of new products to enhance the Aquapower Sensitive Range
- > Leading the T-Pur Franchise with the search of a new Story Telling
- > Search for new digital and viral Story Telling for all the Franchises
- > Market and Competitors Studies

[Voir moins](#)



● Brand Ambassador - Veuve Clicquot Rich

LVMH | Mar 2015 - Aug 2015

For the Belux Market

- > New product's launch «Veuve Clicquot Rich » on the Belux market
- > Partners' selection : Hotels, bars and restaurants
- > Product launch's organisation : Presentation for the co-workers and PR launch
- > Events' organisation in order to present the product to the consumer
- > Participation to the commercial negotiations
- > Formation to the product's dexterousness of the partners
- > Communication tools' set on the market
- > Sales' study & recommendations to enhance the Rich experience

[Voir moins](#)



● Product Manager Assistant - Watchmaking and Jewellery / Animation of the Wholesale Network

Montblanc | Sep 2014 - Feb 2015

- > Organisation of promotion events and fairs (SIHH...)
- > Organisation of more than 50 events to favor the sell-out
- > Participation to the launch of new products
- > Merchandising, Wholesale network's decoration
- > Market study of :

- the French Watch-making market
- the French Writing Instrument market
- the French Leather Goods market
- > Creation of operational tools (Newsletter...)



● Brand Manager Assistant – Luxury Brands' Portfolio

Luxottica | Jan 2014 - Jun 2014

Brands' Portfolio :

Bvlgari, Dolce & Gabbana, Emporio Armani, Giorgio Armani, Persol, Prada, Miu Miu, Tiffany

- > Show-cases plans' set
- > Publicity material's management (permanent and seasonal)
- > Monitoring of the communication material (for the sales' force and the clients)
- > Communication tools' development
- > Set of the project «Luxurious Furniture »

● Salesman

Gant AB | Feb 2012 - Jul 2012

- > Welcome the clients
- > Advise the clients in order to gratify their needs
- > Cash the sales

● Co - Creator / Student Project

Corona Club | Jan 2010 - Aug 2010

- > Organisation of high end events
- > Negotiation with 4 or 5 stars hotels to find appropriate dates and satisfy their requirements
- > Wine and cigars tasting

Education & Training

2012 - 2016

● SKEMA Business School

Double Master's degree - Programme Grande Ecole / Msc Luxury & Fashion Management,

2008 - 2012

● Université de Strasbourg

H.N.D Commercialisation Techniques / DUT Techniques de Commercialisation,

2006 - 2008

● Lycée Louis Pasteur Strasbourg

Baccalaureate Social and Economics,