



Alexandre Falk

Global Marketing Manager - French Spirits at Maison Ferrand

Paris, FR

Alexandre is **Available to work**

[Portfolio link](#)

[View profile on Dweet](#)

Links

[LinkedIn](#)

Work Preference

Location: Not looking to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

Skills

Marketing Plan Creation (Advanced)

Communication Processes (Advanced)

Marketing Budget Management (Ad...)

Communication Protocols (Advanced)

Marketing Communications (Advanced)

Marketing Budget (Advanced)

Sales Leadership (Advanced)

Manager of Managers (Advanced)

Creative Marketer (Advanced)

Marketing Communications Planning (Ad...)

Marketing Media (Advanced)

Languages

French (Native)

About

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

BRANDS WORKED WITH

Maison Ferrand

La Maison du Whisky - LMDW

BACARDI

L'Oréal

LVMH

Montblanc

Luxottica

Gant AB

Corona Club

Experience

● Global Marketing Manager - French Spirits

Maison Ferrand | Oct 2021 - Now

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, Liqueurs, 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...)

English (Fluent)

German (Work Proficiency)



● 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,