



# Benjamin Rankin

International Leader Specialized in Luxury

1260 Nyon, Switzerland

[Portfolio link](#)

[View profile on Dweet](#)

## Links

[LinkedIn](#)

## Languages

French (Fluent)

Spanish (Work Proficiency)

Portuguese (Basic)

Dutch (Work Proficiency)

English (Fluent)

## About

With a strategic mindset for operational success, use of performance modeling, communication and proven change management techniques this seasoned leader drives growth and motivates teams. Skilled in technological innovation, marketing, sales, distribution and stakeholder relations. Collaborative and dedicated to building and leading talented and motivated individuals.

### BRANDS WORKED WITH

Chalhoub Group

Collège du Léman - International School

Confidential Hotel Holding

Lancôme

LVMH

Prometheus Chamber Orchestra

Sterling Commerce an AT&T company

## Experience

### ● Founder

Confidential Hotel Holding | Aug 2019 - Mar 2023

Hotel group achieving 3x industry average on profitability and significantly improved customer reviews.

Built Hotel Group:

Set up Operational Standards, Recruited teams

Digital transformation: both OTA's and own infrastructure

Delivered profitability 3x industry average through ultra efficient operations

Improved NPS from above average to top 15% of competitive set through high level recruitment, motivation and redefinition of CX

Increased sales 28%, RevPar and Occupancy through clarified offer and improved digital footprint

Created succession plans to provide continuity of operations during leadership transitions

Weniger anzeigen

### ● VP Sales and Marketing

Collège du Léman - International School | Oct 2018 - Jul 2019

Established 3 forward leaning partnerships: Hublot, Heart for India, Pi-max to improve local brand image and build local feeling of community

Increased Sales >27% through highly targeted ad campaigns, improved admissions officers motivation

Rebranded school to provide a more up to date image



### ● Group Omni Channel Head

Chalhoub Group | Aug 2016 - Oct 2018

Defined group vision of distribution (go to market), negotiated contracts with 72 brands to include online

Ran 24 seminars, 3 reward ceremonies

E-commerce: launched 1 joint venture, 3 marketplaces and 7 own brand platforms



### ● Global Retail VP

Lancôme | May 2013 - Aug 2016

2.3 Billion sales, 6,000 staff

Increased Market Share 2Pts through strategic merchandising focuses, improved visibility, excellent execution for marketing plan

Revolutionized Beauty Consultant online learning using "social learning"

(e-learning on steroids) with over 1 million connections  
Increased profitability 17% through better staff efficiency, improved  
sell-through with B2B partners  
52 Product launches with a 98.2% successful execution rate globally  
(on-time, quality and size of visuals, communication plan...)

Weniger anzeigen



● **Global Training Director, Givenchy Parfums**

LVMH | Apr 2011 - Apr 2013

Givenchy Academy: Modeled performance, designed retail management and sales training, created technical and product training (Make-up, Skincare, Fragrance expertise). 20,000 trained worldwide  
Improved worldwide make-up sales performance 32% through know-how trainings, improved press relations, high impact in-store animations  
Implemented global training reporting system, used by 100% of markets  
Professionalized organization through improved organizational structure, Givenchy Academy accompanying 85% of all staff in improving know-how

Weniger anzeigen



● **Europe Retail Director, Parfums Christian Dior**

LVMH | Apr 2008 - Apr 2011

Managed 1 billion in sales and >2000 people  
Prepared new organization, job descriptions, competency modes: implemented in all 41 markets  
Directed retail standards in 41 countries  
Restructured and fully trained 2000 strong salesforce  
Transformed B2B partnership model



● **International Project Manager Retail Management and Sales, Dior**

LVMH | Jan 2007 - Apr 2008

Established global retail audit and global retail standards used in 40 affiliates  
Developed organizational model for new sales organization in 28 affiliates and 34 agency run markets  
Authored retail toolkit used in 100% of affiliates



● **Latin America Business Development, Louis Vuitton**

LVMH | Jan 2004 - Dec 2007

Demonstrated leadership skills in managing projects from concept to completion, multiplying new product category sales 8-fold



● **International Trainer, Louis Vuitton**

LVMH | May 2001 - Jan 2004

Wrote training manuals for 11,000 employees and 14 positions according to strict company guidelines.  
Launched Change Management training to support launching new categories, i.e. fashion, watches, jewelry, shoes. Used in 72 countries

● **HR Manager Western Europe**

Sterling Commerce an AT&T company | Jan 2000 - Dec 2001

Recruitment, Compensation, Generalist, Succession Planning, Immigration

- **General Manager**

Prometheus Chamber Orchestra | Jan 1997 - Dec 2000

Operations manager: budget, personnel, logistics, advertising...

## **Education & Training**

---

2019 - 2019 ● **INSEAD**

Global Management Certificate,

1996 - 1998 ● **The Juilliard School**

Masters,

1992 - 1996 ● **University of Rochester - Eastman School of Music**

Bachelors,

1988 - 1992 ● **Bishop Hendricken High School**

High School Diploma,