



Sarra Dadoul

General Manager Brand and Business Unit - Luxury - FMCG
- Cosmetics - Fragrance - Digital and Retail Acceleration - Omnichannel Client Excellence - Innovation - EMEA, US, Asia - Board Member

📍 Zürich, Switzerland

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

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Links

[Website](#) [LinkedIn](#)

Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Freelance Assignments, Permanent Positions, Hourly Consulting

Skills

Brand Management (Advanced)

Cosmetics (Advanced)

Luxury Goods (Advanced)

Digital Marketing (Advanced)

Retail (Advanced)

Strategy (Advanced)

Customer Experience (Advanced)

Trade Marketing (Advanced)

Product Development (Advanced)

Innovation Management (Advanced)

Customer Experience Design (Advanced)

About

General Manager Brand and Business Unit in Beauty and Luxury, C-suite architect of brand elevation and global business leader driven by curiosity, my motto is "The eye has to travel"

Trilingual in English, French, German, I have lived and worked in France, Germany, Switzerland and the US

in leading organizations, FMCG and Luxury Houses: Henkel, Gucci Group, Coty, Estée Lauder Companies, La Prairie

on world-class brand portfolios, powerhouses and niches

in global, regional and country roles, reporting to the CEO

for listed companies, founders, startups, private equity funds

I am an inspiring motivator leading and empowering multidisciplinary teams >50

As a digital-first intrapreneur and growth catalyst, I am passionate about reimagining, restaging and scaling brands worldwide, new ventures or legacy brands, especially dormant assets

As a consumer profiler, I pilot holistic online and retail experiences UX/CX, impacting the lives of millions or a privileged few, high-net-worth, through niche luxury and clienteling

I accelerate and elevate fragrance and cosmetics brands for Beauty, Fashion, Accessory, Fine Jewelry, Watchmaking Houses, leading artistic collaborations with high profile designers (Tom Ford, Jil Sander, Raf Simons, Tomas Maier) and strategic partnerships by engaging in arts, culture and tech

Skills

Lead brand turnaround from shaping the vision to delivering operational excellence, market share and profitable growth

Manage P&L, budget, OpEx, CapEx, KPI, in B2C, D2C retail and e-commerce

Drive brand development and sales growth at international, regional (EMEA, DACH, North America) and market level (France, Germany, Switzerland)

Possess deep experience in Asia, China and emerging markets along with intimate client understanding

Pioneer conscious innovation in Skincare, Makeup, Fragrance, Haircare, Clean, Accessories and Tech

Implement digitally-driven omnichannel campaigns: storytelling content, social media, influence, CRM, merchandising

Acquire brands and sign licensing deals to deliver on corporate growth strategy

BRANDS WORKED WITH

Alûstre

Boucheron

Clarins

Coty

Henkel

La Prairie

NOBLE PANACEA

skyn ICELAND

sweet skin

The Estée Lauder Companies

Experience



Non Executive Director

Alûstre | Oct 2022 - Now



Chief Growth Officer and Chief Marketing & Communications Officer

NOBLE PANACEA | Jun 2022 - Mar 2024

Non Executive Director

sweet skin | Mar 2022 - Now



Vice Chairman of the Board

skyn ICELAND | Jan 2021 - Jun 2022

Go-to-market Strategy (Advanced)

Multi-cultural Team Management (Ad...

Multi-disciplinary Teams (Advanced)

New Business Development (Advanced)

Brand Development (Advanced)

E-commerce (Advanced)

P&L Management (Advanced)

Artistic Collaborations (Advanced)

D2C (Advanced)

B2C (Advanced)

Turnaround Experience (Advanced)

Brand Equity Development (Advanced)

Communications Management (Ad...

Social Media (Advanced)

Brand Building (Advanced)

Brand Acceleration (Advanced)

Direct to Consumer (Advanced)

Strategic Planning (Advanced)

Omni-Channel Marketing (Advanced)

Digital Acceleration (Advanced)

Organizational Transformation (Ad...

Merchandising (Advanced)

Acquisition Finance (Advanced)

Fundraising (Beginner)

Languages

English (Fluent)

French (Native)

German (Fluent)

Italian (Basic)



● Chief Brand, Innovation, Client Excellence, Business Development Officer Worldwide

La Prairie | Nov 2018 - Feb 2021

La Prairie Luxury House (Beiersdorf Group) elevates Science to Art in High-end Luxury Anti-Aging Skin Care, Face Make-up and Spa.

Lead end-to-end brand management to deliver operational excellence overseeing 3 clusters from ideation to in-market execution involving global teams and the regional Business Development Directors community.

- Lead innovation in Skin Care and Face, product marketing, brand strategy and consumer insight.
- Pilot client excellence, 360 experience and brand generosity across digital, social, PR/communication, medias, CRM, education, visual merchandising/store design.
- Drive business development, retailtainment and luxury execution in 4 regions (Asia, EMEA, Americas, Travel Retail), 15 affiliates and 90 countries. Key markets: China, US, Travel Retail.
- Lead global and regional teams >40.

Achievements:

Delivered innovation strategy for a responsible beauty. Initiated holistic brand campaign with inspirational storytelling content and digital-first communication. Pulsed innovation in eye, face and night beauty, re-vamped Precious Metal Collections, developed new Pure Gold entirely refillable collection (55M€ net sales potential in year 1), Platinum Rare Haute Rejuvenation Protocol, Skin Caviar Nighttime Oil and iconic products always on campaign. Designed elevated phygital client path for the affluent discerning persona.

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● Chief Marketing Officer Clarins France (Fixed-term contract)

Clarins | Sep 2018 - Dec 2018

Supported the CEO on the Clarins brand across wholesale, free-standing stores & spas, e-commerce.

- Quick wins: Double Serum always on campaign, restaging of bestsellers and power couples, customer acquisition through cleansers, signature services.
- Key account management: Launched organic sister brand MyClarins with Sephora targeting millennials through digital marketing and social media. Designed sustainability campaign in partnership with Nocibé.
- Distribution move: Entered pharmacy channel with tailored assortment facilitating entry to brand.
- Portfolio strategy: Crafted new approach to color cosmetics focused on face category, foundations and hybrids.
- Brand navigation: Briefed and implemented new in-store backwall and gondola.
- Team management: Offering, trade marketing, KAM, digital/social, media, visual merchandising/store design.

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● VP, Global Product, Brand & Consumer Engagement Estée Lauder

The Estée Lauder Companies | Jan 2014 - Jun 2018

Estée Lauder Companies, The Global House of Prestige Beauty, is a digital-first organization and consumer-centric culture delivering product and retail excellence.

- Led Fragrance | Make-up | Luxury Skin Care | Sun Care | Sensory Body innovation, strategic planning and 360 from concept to launch for 2 brands: Estée Lauder, the flagship >\$3 billion brand and Aerin, a digitally native fast-growing luxury niche.

- Piloted 360 consumer engagement across all touch points, retail excellence and digital transformation.
- Drove content, media, digital/social, visual merchandising, consumer insight, CRM, business analytics.
- Led 2 global brand teams >20 and 6 regional teams (NOAM, UK, EMEA, APAC, Latam, Travel Retail).
- Key markets: China, Korea, Russia, Middle East, US, UK, Travel Retail, opened new markets, doors, e-accounts.

Achievements:

Launched new fragrance pillar Estée Lauder Modern Muse \$120M | Bronze Goddess make-up & body \$30M | Pure Color Envy lip, palettes, capsules \$70M | Aerin make-up, fragrance collections, rose spa and beach rose beauty, accessories \$16M.

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● **Global General Manager, Aerin**

The Estée Lauder Companies | Jan 2014 - Jun 2018



● **VP, Fragrance Business Unit Global/North America**

The Estée Lauder Companies | Jun 2011 - Jan 2014

- Transformation de la catégorie parfum avec restauration de croissance +12% et rentabilité +5pts.
- Identification de nouveaux modèles pour les marques multi-axes (Lauder, Clinique), les licences (Tom Ford, Donna Karan, Zegna ...) et les niches retail (Jo Malone).
- Acquisition de niches de luxe retail (Le Labo, Editions de Parfums Frédéric Malle, Kilian, Rodin Olio Lusso) et incubation de Aerin.
- Construction d'une stratégie luxe groupe, mise en place de l'expérience client omnicanal (boutiques, grands magasins, parfumeries, e-commerce).



● **Director Business Development and New Designers, Bottega Veneta, Roberto Cavalli**

Coty | Oct 2008 - Jun 2011

Coty is the world's leading company in fragrance with entrepreneurial heritage, based on the legacy of the visionary François Coty; a house of creation known for its creativity and collaboration with high profile designers.

- Acquired Bottega Veneta and Roberto Cavalli/Just Cavalli licenses.
 - Built the Bottega Veneta Fragrance House from scratch up to \$30M in co-creation with Tomas Maier.
 - Built portfolio strategy and business plans for designer brands.
- [see less](#)



● **Director, Global Marketing, Communications & Digital, Luxury Designer Brands, Chloé, Jil Sander**

Coty | Nov 2002 - Feb 2009

- Managed Fragrance and Beauty for Chloé from 28 to \$150M (Chloé signature roll out, Love Chloé, Eaux de Fleurs, Crème de la rose) and Jil Sander from 70 to \$120M (Style, Jil, Sander for Men, Sun make-up/care).
- Artistic collaborations and co-creation with Jil Sander and Raf Simons.
- Brand strategy, product development, olfactive design, image, communication, media, digital/social, e-commerce sites, merchandising.
- Key markets: EMEA, US, Japan, Travel Retail.



● **Group Manager, France/EMEA/US**

Boucheron | Jan 2000 - May 2002

- Managed the Boucheron fragrance portfolio at Gucci Group developing sales from 100 to 185M€.
- Translated the High Jewelry/Watches DNA into luxury fragrance objects and across select consumer touch points through artistic collaborations with Tom Ford, Solange Azagury-Partridge, Swarovski, Baccarat.
- Managed EMEA distributors and US specialty stores.
- Led product development, olfactive design, image, consumer insight, PR, merchandising, trade marketing.

- Key markets: France, Italy, US, Middle East.
Launched Jaipur Saphir, Boucheron Trouble, Men Cologne.
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● **Manager, Innovation, Marketing & Sales, EMEA/World-wide**

Henkel | May 1994 - Dec 1999

Senior Category Manager Skin Care & Body Care, EMEA

Responsible for operational marketing, trade marketing, key account management, regional and export sales development for Diadermine, and Teraxyl

Definition of line-ups by market and account

Launch of Diadermine in Benelux, Spain and Portugal

Execution of regional launches for anti-aging skin care and firming body care

Sales growth of Teraxyl toothpaste +30%

Product Manager Hair Color & Hair Care Innovation, Worldwide

Management of Schwarzkopf's global fashion portfolio (Brillance, Hair Make-up), collaboration with Christian Lacroix

Launch of Schwarzkopf hair color brands in France, with a 20% market share in one year, in Russia, Asia, Latin America, Thailand and Australia

Initiation and lead of internal Innovation and Prospective Consulting for the SBU Hair (color, care, styling) with experts and influencers

Implementation of the Schwarzkopf umbrella brand strategy following the acquisition and integration of Schwarzkopf

Junior Product Manager Detergents and Fabric Softeners, Germany & Switzerland

Global and operational marketing light-duty detergents (Mir Laine, Filetti) and fabric softeners (Minidou, Vernel)

Development of new communications for Mir Laine, cobranding sealed with Gore-Tex

Setting up a test market for liquid detergents, green repack, box sampling

Education & Training

- 2013 - 2017 ● **General Assembly, Digital University of New York**
Executive Digital Education, Digital Strategy, Influencer Marketing, Tools, Web Analytics
- 2012 - 2012 ● **Bryn Mawr College, Pennsylvania**
Executive Leadership Program, Leadership
- 2012 - 2012 ● **The Estée Lauder Companies, New York**
Leonard Lauder Brand Equity Symposium, Executive Education
- 2011 - 2014 ● **The Wharton School, University of Pennsylvania**
Executive Management Program, Business Management
- 1993 - 1994 ● **IAE, French University**
Master 2 Business Administration, Finance, Business Administration, Finance
- 1990 - 1993 ● **ESA SKEMA, French Business School**
Master of Economics, Marketing, Economics, Marketing
- 1987 - 1990 ● **French University**
Bachelor of Commerce BCom, Commerce