



Kenji Calmèjane

International Business Development Expert open for opportunities (Luxury, Cosmetics)

Paris, France

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Languages

English (Fluent)

French (Native)

German (Basic)

Japanese (Basic)

About

20 years of sales and marketing experience in the beauty industry, where I served in managerial roles – covering product development, operational marketing, and general management – with leading groups such as L'Oréal and Shiseido.

A vision-setter, storyteller, and tech enthusiast at heart, I have developed particular expertise in Asian consumers and the travel retail channel – fast-growing markets that have allowed me to leverage my creative mindset and hone my skills as a strategic international business accelerator.

As Consumer Experience Lead at Shiseido Travel Retail, I created unique experiences for travelling beauty consumers – across all their journey touchpoints – in the post-pandemic new normal.

BRANDS WORKED WITH

IBM Software France

Jakala SAS / Orchidea

LANCÔME International (L'Oréal Group)

L'Oréal

Shiseido

Experience

● Business Transformation & Acceleration Consultant

| Jan 2023 - Now

Support and coach Beauty brands, from <2M€ to >1B€ Net Sales on their path to growth and hypergrowth. Out of the box Strategic Thinking, Vision Building, Organization, Teams and individual empowerment, Business processes structuring and implementation, Front Office excellence.



● CX Lead Global Travel Retail

Shiseido | Jan 2020 - Jul 2022

Lead Shiseido Travel Retail transformation in Digital, Retail Design and Retail Excellence, to converge and create best-in-class travelers experience at a global scale in Travel Retail channel, for all Shiseido Group brands.



● General Manager Travel Retail Asia Pacific

Shiseido | May 2016 - Jan 2020

Front Office management of all Shiseido group brands over Travel Retail Asia Pacific Excl. Japan. PnL accountability of 11 Brands (Shiseido, Cle de Peau, Nars, Dolce&Gabbana, Anessa, IPSA, Elixir, Laura Mercier, The Ginza...), 15 Countries, 80 staff in SG, HK, AU.

Key achievement: From 2014 to 2019 - Net Sales x7 >700M USD. Profit % x2. >1B USD Retail Sales. Market Share x3.5 (1.8pt in 2014 to Est. 6.5pt in 2019). >15M USD Media and Digital investment. Brand image and Retail Execution streamlining.



● Regional Director Travel Retail Asia

Shiseido | Dec 2014 - Apr 2016

Regional Director Travel Retail Asia for Shiseido Group Skincare and Make-Up Brands



● Lancôme Area Manager

L'Oréal | Jul 2012 - Nov 2014

Business Development for the Lancôme brand over South East Asia Travel Retail market.



● Marketing Director Lancôme Travel Retail Asia

L'Oréal | Jul 2010 - Jul 2012

- **Group Manager**

LANCOME International (L'Oréal Group) | Jan 2008 - Jul 2010

Categories in charge

- Premium/top end luxury skincare

- Basic care

- Whitening (Asia specific)

- Coordination of Asia skincare product development and strategy.

- **Product Manager**

LANCOME International (L'Oréal Group) | Apr 2004 - Dec 2007

- **Entrepreneur**

Jakala SAS / Orchidea | Mar 2000 - Dec 2003

- **Pre-Sales Marketing - Lotus Software**

IBM Software France | Jul 1998 - Jul 2001

Education & Training

1996 - 1999

- **Sciences Po**

Master of Finance,

1995 - 1996

- **Henri IV - Khâgne**

Bachelor of Arts,

1992 - 1996

- **Université Paris Nanterre**

Master of Philosophy,