



Francois Magnet

Retail Director

Paris, France

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Languages

Spanish (Work Proficiency)

French (Native)

English (Fluent)

Italian (Fluent)

About

BRANDS WORKED WITH



Experience

MEN'S RETAIL DIRECTOR

PRINTEMPS Haussmann | May 2017 - Nov 2022

Managed 18 managers to define and implement the sales strategy and over 300 sales associates to ensure customers satisfaction and revenues over 100M€.

Supported buying strategy to identify new brands and product opportunities (trends follow up, benchmark, sqm analysis).

Implemented omnichannel strategy (store to web & remote sales).

RETAIL DIRECTOR FRANCE & BELGIUM

Ermenegildo Zegna | Nov 2012 - Oct 2015

Increased sales to 23 M€ in network of 10 points of sales and improved KPIs through targeted action plans (cross selling +7%, average basket +9%, CX evaluation >85% and customer retention rate at 57%). P&L owner

Ensured retail execution (brand image, back-office procedures, zoning, staff products' knowledge) based on a more efficient organization.

Managed HR tasks of recruitment, assessment, training, and disciplinary.



SENIOR SALES MANAGER MIDDLE EAST

Coach | Jun 2009 - Oct 2012

Exceeded net sales targets to reach 39M\$ (double digit growth year on year) with 20 POS. P&L owner

Accelerated commercial development (+1 1 openings) in coordination with legal, merchandising and store planning teams.

Defined quantitative and qualitative markets product assortment (buying sessions, clusters fine-tuning, inventory management) to match customers expectations and Coach strategy.



RETAIL MERCHANDISING CONTROLLER EMEA WW BUSINESS ANALYST

Fendi | Nov 2003 - Sep 2007

Challenged products allocation to reduce stock ageing while increasing Sell Thru by creating and monitoring OTB per store.

Controlled CAPEX and P&L by region

Designed performance reports and analyzed KPI with weekly executive summary



MANAGEMENT CONTROLLER

L'Oréal | Jun 2000 - Jun 2003

Contributed to SAP implementation (FI/CO) and trained end users.

Advised CEO to reach operating profit in Lancôme Ireland P&L.

Education & Training

- 2021 - 2022 ● **HEC PARIS**
Executive MBA, Master of Business
- 2020 - 2020 ● **Linkup Institute**
Certification, Executive Coach certification
- 1998 - 2002 ● **SKEMA BUSINESS SCHOOL**
Bac+5, Finance and Marketing