



# Hafida Ayata

Global Sales Director

Paris, France

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## Languages

Arabic (Fluent)

English (Fluent)

Italian (Fluent)

## About

From

BRANDS WORKED WITH

Cbn/come Be Nation

Christian Dior Couture

JC de Castelbajac

Jonathan Saunders & Marios Schawb

L'Eclaireur

Sonia Rykiel

Staff International S.P.A

Swarovski

Trussardi

## Experience

### ● CEO&Founder

CBN Fashion Agency | Feb 2021 - Now

Fashion consulting agency bringing and support the designers in omni-channel distribution and product development



### ● Retail & Wholesale Marketing Director Europe

Swarovski | Jan 2018 - Jan 2021

Key responsibilities & accomplishments : Manage and control the profitability of the retail network : France 22, Italy 3, Spain: 4, Benelux 4 Responsible for sales performance : Support for regional managers, training of teams Definition and execution of actions plan : Launch of promotional campaigns, merchandising, incentives, gifting Development the wholesale for the fine jewellery segment with e-commerce, trade fairs, agent, multibrands



### ● Merchandising & Sales Development Manager Worldwide

Sonia Rykiel | Jan 2016 - Jan 2018

Key responsibilities & accomplishments : Definition and implementation of business strategy to develop the Wholesale international network Qualitative and quantitative analysis of markets, products, sales and distribution networks Pilot of agents and business partners (Russia, Eastern countries and Benelux) Management of the sales team : objectives, coaching and support to customers

### ● International Wholesale Director Worldwide

Jonathan Saunders & Marios Schawb | Jan 2013 - Jan 2015

Key responsibilities & accomplishments : Development of marketing and sales strategy (Market analysis, sales procedures, merchandising guideline, product launch) +4% Management of the consistency product offer, increasing brand awareness and enhance brand identity in key markets Definition of the wholesale strategy worldwide (240) toward the different channels : Agents, Distributors and Buyers

### ● Marketing and Sales Director Worldwide

JC de Castelbajac | Jan 2010 - Jan 2013

Key responsibilities & accomplishments : Sales overachievement: by 13% in 2010, 9% in 2011, 3% in 2012 Set up worldwide network : wholesale: 400 POS. Retail : 7 and e-commerce: 1 Development the sales policies, budget and marketing operations (Collection plan&briefing, sales&market analysis, guideline of training and visual merchandising) Define a profitable long-term business plan through various opportunities : Agent, distributors, retailers,

### ● Global Sales Director Worldwide (exc US)

Staff International S.P.A | Jan 2007 - Jan 2010

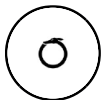
Key responsibilities & accomplishments : Overachievement: by 16% in 2007, 16% in 2008, 19% in 2009 Building the worldwide distribution network : wholesale : 685, retail : 35 (Dsquared, M. Margiela, Westwood,

Viktor&Rolf, Sophia Kokosalaki) Management the various subsidiaries : Paris, Milan, London, New-York and Tokyo Definition of business plan and annual budgets, with full responsibility of P&L (brand positioning, sales analysis)

- **Wholesale Manager EMEA**

Christian Dior Couture | Jan 2000 - Jan 2006

Key responsibilities & accomplishments : Overachievement : by 22% in 2005, 33% in 2006 Launching and development of the wholesale distribution network : 270 POS Definition and organization of the trade marketing and sales strategies (finance, legal and logistic procedure) Development and Management of contracts corners. Follow-up of store merchandising and layout plans (prospection, visiting customers)



- **International Retail Director**

Trussardi | Jan 1996 - Jan 2000



- **Retail Director**

L'Eclaireur | Jan 1987 - Jan 1996