



Aline Derlot

Directrice centre commerciaux
Klepierre

78700 Conflans-Sainte-Honorine,
France

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

anglais

About

I am general manager / BHV Parly2

BRANDS WORKED WITH

BHV Parly 2

CAROLL INTERNATIONAL

Eat happy france

ETAM-123

Klépierre

LE BHV MARAIS

MADURA Home Decoration

Printemps

SOHO FRANCE

Experience



Directrice centre commerciaux Klepierre

Klépierre | Mar 2022 - Now

Management de deux centres commerciaux

directeur

BHV Parly 2 | May 2019 - Aug 2022



Directrice grand magasin

LE BHV MARAIS | May 2019 - Aug 2022

CEO

Eat happy france | Jun 2015 - Dec 2017

Development and management of a start-up aiming . Declining a concept shop in the shop in supermarkets
Implementation of the strategic vision and overall management of the company

Team creation and control of any global strategy Market differentiation by setting up a quality strategy. Setting up the head office, recruiting the frame teams for implementation and business plan. Getting listed in all major French hypermarkets. Opening of 40 at Sushi Kiosks in French hypermarkets

Retail Director Europ -USA

MADURA Home Decoration | Jul 2014 - Jun 2015

« Personalized business consulting for a unique interior, an expression of everyday elegance »

Becoming profitable again, commercial and managerial deployment strategy

Stabilizing the results and teams. Establishing the DNA of the brand quality of customer service

Network: 34 POS France / Europe / USA. Renew flagship store in 2015, Open Galerie Lafayette corners, coordinating NY opening



Department store Director

Printemps | Jan 2005 - Nov 2013

« A very special shopping experience, the Must of Rouen shopping »
Positioning Le Printemps Rouen in the heart of the luxury strategy. Implementation of premium services, international and local customers. Implementation of Marketing Strategy in compliance with Le Printemps DNA and codes

Commercial activity

Consistency of strategy France Printemps and the local strategy. Development of annual turnover € 36 M, 14 % progression. Progression after implementation of the strategy of luxury Printemps and improved profitability (+ 1.5 %). Implementation of complete overhaul in 2010 Completion of Le Printemps Luxury shop. Winner of the Best Customer welcome in 2011-2012

Marketing

Monitoring and management of marketing and communication. Definition and implementation of local marketing. Establishment of premium events, VIP evenings, exclusive foreign customer service. Establishment of an international team (7 languages). Public relations with local authorities: CCI presence, Prefecture, participation of local business schools

Human Resources

Management of 230 people including 12 management employees
Training of all employees for the new store design in 2010. Presiding over personal and health care

● Retail Director

SOHO FRANCE | Jan 2001 - Aug 2004

Retail and Marketing Director of a network of branches and franchises. Gadgets, decorative items, textile humorous.

In charge of business development of the brand, I introduced a complete startégie evolution of enseigne it to permit a development of 30 % of turnover.

Opening of 12 franchised stores. Opening of the Flagship store. Sales training. Reaching profitability and developed the turnover; Developing a commercial and management strategy. Managing the retail chain and retail indicators

D

● Area manager

ETAM-123 | Feb 1998 - Dec 2000

Managing and increasing turnover and retail indicators.

Link between the stores located in Central France (13 affiliates and franchises) and the Head Office

● Area manager

CAROLL INTERNATIONAL | Feb 1992 - Jan 1998

Link between the stores located in Central France (30 affiliates and franchises) and the Head Office

Managing and increasing turnover and retail indicators. Managing: training, customer service and DI

Implementation of a new concept. Turning franchised stores into affiliates

Education & Training

2004 - 2005

● IAE

master 1,