



Nicole Comeau

Chief Strategy Officer / Chief Marketing Officer

📍 Toronto, ON, Canada

✅ Nicole is **Available to work**

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Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Freelance Assignments, Hourly Consulting, Permanent Positions

Skills

Brand Strategy (Advanced)

Strategic Brand Positioning (Advanced)

Branding & Identity (Advanced)

Segmentation (Advanced)

Management Companies (Advanced)

Omni-Channel Marketing (Advanced)

Consumer Insight (Advanced)

Marketing Activation (Advanced)

Business Acquisition (Advanced)

Start-up Leadership (Advanced)

Startup Development (Advanced)

Startup Marketing (Advanced)

Direct Client Interaction (Advanced)

About

An accomplished and insightful professional with international business experience in luxury goods, fine jewelry, beauty and retail. Provides robust business strategies, direct to consumer marketing, business management leadership. Known for positively leading diverse and cross-functional teams with thorough experience in developing profitable strategies, implementing vision, building organizational capability both locally and globally. My union of theory, operational experience and in-field practice, makes me an ideal partner for brands and companies looking for an innovative solution driven professional.

BRANDS WORKED WITH

Barneys New York

CADILLAC FAIRVIEW CORPORATION

CARTIER, NORTH AMERICA

Coty Inc.

Deeley Harley-Davidson

GUCCI AMERICA

KERING (formerly PPR)

Revlon Inc.

ROOTS SAS - Olivier Theyskens

SMCP-GROUP USA. SANDRO / MAJE / CLAUDIE PIERLOT

UNION ENERGY INC.

Experience

● General Manager / Chief Strategy Officer

ROOTS SAS - Olivier Theyskens | Jan 2016 - Jan 2023

Lead business operations: marketing and sales, production, finance & accounting, while maximizing profitability.

- Maintain positive business relationships with wholesale businesses and vendors to maximize business opportunities.

- Effectively build best in class multi-skilled team - sales, media, operations & creative studio.

- Ensure maximum performance relating to sales volume and gross margin opportunities.

- Successfully lead the development of strategic business plans, company prospectus & investor relations - Raising over \$3million in investment capital.

- Lead the advisory board as part of the executive team.

- Manage OT Museum exhibits - MOMU (Antwerp, Belgium) and La Cité de la Dentelle et de la Mode (Calais, France).



● Content Strategy

Barneys New York | Jan 2013 - Jan 2016

● Vice-President, Marketing and E-Commerce

SMCP-GROUP USA. SANDRO / MAJE / CLAUDIE PIERLOT | Jan 2012 - Jan 2013

Led development/implementation of Sandro & Maje consumer marketing & communication plans in start-up mode.

- Developed and executed the digital strategy & execution plans for the newly launched brand in USA.

● VP Marketing

Deeley Harley-Davidson | Jan 2010 - Jan 2011

● Retail Experience & CRM Project Manager - Reporting to President/CEO

GUCCI AMERICA | Jan 2009 - Jan 2010

Led retail consumer experience research (\$400K investment) including the path from strategy to execution.

- Developed complex traffic and sales conversion financial model including metric dashboard and KPI's.

Business Model Innovation (Advanced)

Brand Equity (Advanced)

Customer Experience (Advanced)

Competitive Analysis (Advanced)

Marketing Analytics (Advanced)

Insight Generation (Advanced)

CRM Program Management (Advanced)

Talent Development (Advanced)

Product Management (Advanced)

Talent Assessment (Advanced)

Talent Management (Advanced)

Retail Operations (Advanced)

Languages

English (Fluent)

French (Fluent)

Italian (Basic)

•Coordinated various CRM reports and data management analysis to improve consumer engagement.

● Senior Director, Marketing Services and Customer Relationship Management

CARTIER, NORTH AMERICA | Jan 2007 - Jan 2009

Responsible for driving consumer centric strategy, brand development, CRM function, while building high performance team and executing programs to achieve the company's growth objectives.

•Successfully led North America consumer segmentation research used to augment omni channel synergies.

•Demonstrated thought leadership, ensuring solutions were based on strong analytics & insights, and led the path from strategy to execution.

•Led the North American international development of Cartier's first E-commerce website.

•Led and execute Amex Centurion partnership resulting in \$1.7 million incremental sales.

● Project Consultant

KERING (formerly PPR) | Jan 2006 - Jan 2011

YSL: Beauty brand research analyst on brand and manufacturing synergies.

•Balenciaga: E-Commerce Web development, Retail Operations, Store Planning.

•Worked with acquisition strategic team on various projects.

● Brand Consultant: Beauty Tool Portfolio

Revlon Inc. | Jan 2004 - Jan 2005

Developed and executed comprehensive Beauty Tools portfolio business plan, leading the brand to number one position in its segment with 15% market share.

● Vice-President, Marketing

UNION ENERGY INC. | Jan 2002 - Jan 2004

Energy and Consumer Related Products – \$850 million market valuation Vice-President, Marketing – Permanent full-time Reporting to the President/CEO, drove product and brand strategy, brand repositioning, consumer research, client acquisition and marketing communication.

•Led the development of a new consumer service model, including e-commerce and telemarketing sales and communications strategies, accounting for \$50 million incremental sales.

•Hired and managed a team of 30 staff.

•Participated in the 2003 IPO as part of the executive management team.

● National Director, Customer Development & Loyalty Marketing

CADILLAC FAIRVIEW CORPORATION | Jan 1999 - Jan 2001

Led the development of a retail consumer loyalty program (20K sq.ft. location) designed to increase consumer traffic by 4% in premier locations, drive traffic by +10% and purchase rate by +\$30 per shopping trip.

•Led the construction and development of the 20k sq. ft. CF lounge in Markham shopping Mall.

•Led and developed best in class team of 10 Marketing Directors across CF malls.

•Supported leasing team with retail and research presentation for Mall lead generation and new vendor acquisition.

•Negotiated and managed all corporate marketing / communication alliances and partnerships: AOL, IBM, The Gap, Pepsi, amongst others.

● Senior Marketing Manager, Fragrance & Cosmetics

Coty Inc. | Jan 1995 - Jan 1998

Education & Training

2005 - 2006

● **ESSEC Business School**

MBA, Int'l Luxury Brand Management, MBA, International Luxury Brand Management

1993 - 1996

● **Concordia University**

BCOM, Bachelor of Commerce