



Beatrice Limouzineau



Director Marketing & Communications

📍 Madrid, Spain

✓ Beatrice is **Available to work**

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Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Permanent Positions, Freelance Assignments, Hourly Consulting

Skills

Project Leadership (Advanced)

Branding (Advanced)

Branding & Identity (Advanced)

Innovation Development (Advanced)

Product Launch Events (Advanced)

Strategic Brand Positioning (Advanced)

Eventing (Advanced)

Activations (Advanced)

Marketing Strategy (Advanced)

Team Leadership (Advanced)

Change Management (Advanced)

Team Development (Advanced)

About

Senior Executive with over 16 years blue chip experience (10 years of management) in Europe, the UK, USA and China and proven track record of delivery in a variety of leadership roles including Marketing, Innovation and Business Development at local, regional and global levels. • Passionate leader and team player recognized for my ability to build strong relationships and deliver win-win results. • Resourceful and dynamic manager renowned for my professional "can do" attitude and agility when facing business challenges. • Effective leader of cross-cultural teams with proven track record in driving insight-led innovation and long-term pipeline planning. • Recognized strong team leader and line manager for my ability to fast develop, grow and nurture first class talents. • Major experience in Luxury (Wines & Spirits, Cosmetics) and Retail. • Bilingual French/English. Fluent in Spanish.

BRANDS WORKED WITH

CHIVAS BROTHERS LTD (PERNOD RICARD)

Diageo

dunnhumby

LA PRAIRIE S.L.A (Beiersdorf Group)

MOËT HENNESSY UK (LVMH Group)

RECKITT BENCKISER

Wilkinson Sword

Experience

● Marketing & Communications Director

LA PRAIRIE S.L.A (Beiersdorf Group) | Oct 2021 - Dec 2022

Strategy & Leadership:

- Spain & Italy combined is the largest EU market for La Prairie (over € 20M in Retail Sales, € 3,5M A&P budget)
- Responsible for 4 lines of 'métiers': Brand Performance and Retail Activation, 360 Communications (PR, Digital, Influence), In-store Design & Visual Merchandising, HNWI client relationship & Clienteling (CRM) database building.
- Notable achievements: o Rollout of over 18 new store design projects across both markets in 12 months o Building of the largest CRM database in Europe with over 6,800 active clients & an average 50% retention rate Management:
- Cross-cultural team of 10 spread across Spain & Italy.

● Head of Brand Moët & Chandon

MOËT HENNESSY UK (LVMH Group) | Jun 2017 - Jan 2021

Largest brand in the portfolio for MH UK (~2.4M bottles), 1st European market, 3rd global contributing to 20% of total company profit. Strategy & Leadership:

- Responsible for the full 360 Marketing & Communications mix for the UK. Full ownership of P&L (£ 6M), responsible for all On, Off trade and E-retail/Amazon activations, media buy, digital and social content creation, PR, partnerships and events management.
- Launched new global campaign "Must Be" with highest-ever media budget of £ 2.1M across cinema, OOH, digital and social platforms.
- Opened first-ever Moët & Chandon concession (retail & bar) 'London Calling' in Selfridges, world-famous department store.
- Led to launch MH's first-ever integrated CRM and digital campaign: from data capture touch points online and in-store to staff completion forms and incentives to maximize consumer insights and media effectiveness. Database +100% in 3 months.
- Pioneered world first 2-year pilot test to assess new profitability model in a channel notoriously reliant on promotions with Sainsbury's (UK #2 Grocer): dedicated M&C wall bay with interactive touch screen (26 most affluent stores, estimated £1M NSI, 2-year payback).
- Other notable big wins include the creation of the first ever Moët Summer House (3-day consumer event: 2,100 visitors, 60 pieces of coverage, AVE in excess of £ 1.5M, 1.3M earned reach and 9.1M impressions) and Moët Grand Vintage becoming the official champagne of Royal Ascot (2019-2022) after decades of partnership with Bollinger. Management:

Languages

French (Native)

English (Native)

Spanish (Fluent)

•Team management: Three direct reports, two of which were successfully promoted to Senior Brand Manager 1.5 years into role.

● Global Marketing Manager Chivas

CHIVAS BROTHERS LTD (PERNOD RICARD) | Jul 2016 - Mar 2017

One of the top 2 strategic brands for the Pernod Ricard Group (F16 UPP 310K 9L cases, £ 100M NSV) Strategy & Leadership:

- Responsible for defining the global strategy and developing all market assets (OOH, digital, social content, BTL visibility, PR) including defining the global Product Placement strategy for a portfolio of 5 SKUs.
- Led to launch and rollout across 29 markets Chivas Regal Ultis: organized the global media launch event in NYC, created in collaboration with Chef, Jozef Youssef a dedicated sensorial mentoring experience, partnered with PR USA on a key influencer program, monitored market performance, shared best practices and recommended actions to course-correct.
- Responsible for leading the revamp of Chivas Regal 18YO (7% of Chivas global NSV) encompassing new brand world, packaging restage, new ATL and digital communications platform, pipeline of seasonal gift packs and new drinks strategy. Management:
- Leadership of a team of three marketers. Ensured development plans were in place and frequently reviewed to grow the talent agenda.



● Senior Innovation Manager

Diageo | Apr 2012 - Jun 2013

F13 Innovation Target achieved: £ 10.3M incremental, £ 16.8M base, 14% of total GC NSV Strategy & Leadership:

- Successfully delivered Taiwan's Innovation agenda, GC's #1 market: + 182% NSV increase vs F12 (£ 4.6M incremental)
- Drove premiumization agenda for GC: relaunch of Johnnie Walker XR 21, creation of the first JW House exclusives (Zodiac Series).
- Partnered with regional Customer Marketing team on various strategy workstreams aimed at tapping into new consumers, new occasions (projects GG and Parrot Bay Frozen Pouches in Japan & Korea). Management / Coaching:
- Innovation Executive direct report. Achieved "ahead of expectations" and promoted to Assistant Innovation Manager.
- Responsible for growing Innovation capability across Greater China & North Asia through regular coaching / mentoring.



● Innovation Marketing Manager

Diageo | Apr 2010 - Jun 2015

F14 Innovation Target achieved: £ 15.4M incremental (+ 35% vs AOP) / £ 23.2M base, 19% of total GC NSV Strategy & Leadership:

- Market scope for Innovation Pipeline increase from 1 to 4 business units (MHD China, MHD HK, TW & DCL).
- Scoped out various ground-breaking commercial initiatives redefining Diageo's participation beyond Scotch in China. Operational:
- Responsible for leading monthly reporting on Greater China's business performance of target AOP £ 48M, co-driving conversations with markets and calling interventions when necessary to manage risks & opportunities.
- Led amongst many other Scotch projects to launch Haig Club generating an incremental £ 8M net sales in first 7 months of launch. Management:
- Two direct reports: Assistant Innovation Manager & Management Trainee.



● Innovation Manager

Diageo | Apr 2010 - Mar 2012

Total Flavours Western Europe: Delivered £ 35M incremental in F11 Project Management & Strategy: o Drove performance of Flavours across Europe, course-correcting performance against launch KPIs, supporting new markets with launch plan recommendations for both on and off-trade and ensuring search & spin. o Partnered with Grocery team for development of 5cl tip-on enabling to drive massive scale trial (>900K consumers). o Successfully launched a low ABV variant for the Netherlands: Baileys Chocolate Orange Flavour Variatie. o Scoped out shots opportunity for Europe leading to recommendation and testing of GRIND

in 20 key UK on-trade accounts. o Launched final bundle for Gordon's Crisp Cucumber, winning Best Tasting Gin Award with the FT in 2012.

- **Associate Brand Manager**

RECKITT BENCKISER | Mar 2007 - Sep 2009

(Total A&P budget: \$ 65M, \$17M media) Strategy, Media & Operations:

- Successfully launched the Pimple Blocker Pen and 4 hour Rapid Action Treatment Creams with combined projected annual sales of \$10.2M resulting in regaining leadership position in Treatments with 33.4% market share.
- Developed the 3 year Strategic and Commercial Plans. Established 2010 Consumer Promotion support plan of \$2.9M.
- Implemented consumer promotional activities (3 FSIs +64% sales' lift, national in-school sampling program: +19% conversion).
- Budget planning, monthly performance (Nielsen), sales forecasting and SKU management (discontinuations, obsolescence risk).



- **& UK Account Manager**

dunnhumby | Feb 2006 - Feb 2007

Responsible for the delivery of The Clubcard Quarterly Statement to 650,000 customers (loyalty program)



- **ABM on Mens' System Razors**

Wilkinson Sword | Jan 2005 - Oct 2005