




Bruno Berluti

Sales Director

 Tours, France

 Bruno is **Available to work**

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Links

 [LinkedIn](#)

Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Freelance Assignments, Permanent Positions, Hourly Consulting

Skills

Brand Strategy (Advanced)

Team Management (Advanced)

Sales Performance (Advanced)

International Negotiations (Advanced)

Customer Acquisition Strategies (Ad...)

Product Development (Advanced)

Languages

Italian (Fluent)

English (Fluent)

French (Native)

About

Sales development specialist, in Retail or Wholesale environnement. Shoes, leather goods and Textile are my favorite markets.

I have a strong experience in Europe, USA and Asia (China, Japan, Korea)

I really like to share my experience with my team, train them for the best practises and guide them to perform the most ambitious objectives.

BRANDS WORKED WITH

Arche Sales

Berluti Store

BRUNO BERLUTI

Christian Lacroix Leathergoods

Ermenegildo Zegna

ERMENEGILDO ZEGNA

Maison JB Martin

Maison Mephisto – Footwear M/w

Stefanobi, Givenchy

Stefanobi Shoes

Zannier Group

Experience

● Sales Consultant

BRUNO BERLUTI | Sep 2021 - Now

Missions: Atelier Coups de Crayons ; Maison Castille, Maison Bogard, Vicente Rey

● : Sales Director France/Export – Member of the Board

Maison JB Martin | Mar 2018 - Feb 2020

MISSION : To drive trust and ensure the ongoing continuation plan. To preserve brand identity and protect brand image Results : After 2 years of business continuity, Spartoo bought the brand in June 2020

● Export Sales Director

Maison Mephisto – Footwear M/w | Mar 2017 - Feb 2018

New Markets :Africa, India, Latin America Markets to boost : Australia, Singapor, Greece Mission : Prospection for new markets and sales development Achievements: Opening of Singapore market, New Import partner for Greece market (orders doubled), Contact with new agent for Turkish market, Possible partnership with CFAO Group to open Ivory Coast and Cameroon, Possible new agent for Australian market, Algerian and Marocan markets on process for 3 stores –

● Sales Director Wholesale

Arche Sales | Dec 2011 - Jul 2016

Mission: Reposition the Brand on the High end segment of the market Preserve the turnover with the existing customers Prospect and open new markets (especially Asian countries) Manage the 3 subsidiaries (USA, Canada and Japan) Manage Sales and Administration Department (7 people and 15 agents) Achievements: Turnover and operating profit stable for the last three years Definition of the brand strategy to achieve sales objectives Sales turnover stabilized Taiwan, Hong Kong, Singapore and South Korea markets opened Russian partner found and active (Rendez-vous)

● Sales Development Director

ERMENEGILDO ZEGNA | Jan 2008 - Jan 2009

Temporary mission in Shanghai (9 months) Mission: Sales booster, team builder (sales specialists), project development leader for leather accessories , Product developer and Stock optimizer to achieve budget objectives Achievements: IN EUROPE + 17% turnover 2008 vs 2007 IN CHINA + 30 % turnover vs 2008 Assure budget performances achievements Control and report sales performances and stock levels Assure that buy-



ing process is consistent with budget targets Drive market surveys for collection inputs Present new collections and new lines to Area Managers Define the quality of the sale ceremony process (50 sales associates trained) Drive the Leather accessories road shows (patina shows, Italian artisan demo)

- **Sales Director Europe**

Ermenegildo Zegna | Jan 2008 - Nov 2011

- **Brand Manager**

Zannier Group | Jan 2005 - Jan 2008

Mission : Define the global strategy for the 2 brands Fix, control and reach the objectives of the yearly business plan n terms of turnover, margin and finance Achievements: 14 million € turnover (55% France; 45% Export) Management of all the divisions of the company except production and logistics: 2 design departments with 12 persons and 4 kids collection per year 2 sales networks with agents, importers and 4 subsidiaries (Italy, Spain, Portugal and Belgium)

- **Sales Director (Worldwide)**

Stefanobi, Givenchy | Jan 2002 - Jan 2005

Line builder with the Designers Oswald Boateng and Vincent Dussartel Business International development : + 200 customers in 2004/2005 Sales performances: + 40% in volume v.s 2003 for 3.2 million € turnover Building up of 2 licences with Givenchy and Loewe brands for Men's shoes Forecast and follow up of the turnover objectives for each brand

- **Commercial Manager**

Stefanobi Shoes | Jan 1998 - Jan 2002

Sales development: 60 customers and 3 corners Turnover : + 20% per year Team of 5 persons (4 sales persons and 1 agent)

- **Sales Manager**

Berluti Store | Jan 1996 - Jan 1998

Yearly average turnover: + 30% Follow up of stock level: deliveries, re-orders, inventories, Monthly activity report

- **Area Manager**

Christian Lacroix Leathergoods | Jan 1994 - Jan 1996

Education & Training

1991 - 1993

- **University of Paris Dauphine**

BA Economics, DEUG in Economics