



# Andrea Siliki

Area Sales Manager

📍 Paris, France

✔️ Andrea is **Available to work**

[Portfolio link](#)

[View profile on Dweet](#)

## Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Freelance Assignments

## Skills

International business experience (Ad...

Mix of transversal and specific skills (Ad...

Merchandising (Advanced)

Visual Merchandising (Advanced)

Markets, distribution and competitor...

Clientele Development (Advanced)

## Languages

French (Native)

English (Fluent)

Italian (Fluent)

Spanish (Work Proficiency)

## About

My 6 years in retail at the start of my career opened the doors to the luxury fashion industry and especially the Italian market, acquiring solid experience for 6 years. My life abroad (12 years) allowed me to encounter varied customs and professional environments, developing a great capacity for adaptation.

Over the years in my position as a Wholesale Area Manager, I have devoted my energy to conveying the essence of products and brands with emphasis on training with the spirit of expanding the vision of the team I led. I have experience recruiting, developing and strong coaching , focused and creative sales teams.

My previous professional experiences have taught me to work independently to structure and organise my actions alongside communicating my passion. I acquired rigor and listening to the end customers and their needs.

Within my career, I have achieved many goals

Strong management and strategic sales skills opening numerous SIS.

Significant Growth with the arrival of new clients in all the brands I have worked for in line with their strategy.

Strong relationship built over 25 years with key international partners.

Develop and monitor exclusive product , capsule launches and boutique events.

Ensure good teamwork by relying on each person's abilities.

### BRANDS WORKED WITH

Alaïa

CELINE

Chloé

MUGLER

prunegoldschmidt

## Experience



### ● WHOLESALE AREA SALES MANAGER EUROPE

Alaïa | Sep 2019 - May 2020

Achieved Target: + 5 new clients. Managing global Portfolio (15 SIS/55 clients) Improvement of turnover.

-Renegotiation of SIS trade agreements(15) in Europe.

-Upgrading & reducing network. Focus on the SIS.

-Directly in charge of SIS & team management (Harrods (4MOS) & Self-ridges (2MOS))

-New opening of Harrods SIS new location.

-Showroom presentations, prospection, development & showroom commercial team management.

-Conciliator between clients the Legal / Finance and customer service departments. Determining payment conditions, resolving various accounting issues and planning deliveries. Follow up of the brand performances : stock, concept, image & brand values.

-Staff training/coaching of team sales : brand, products & display.

-Implementing marketing & trade tools (Incentives, Event, Pop up & windows)

-Weekly Report : Sales forecasting, Sales analysis & Sell-through of 2 SIS.



### ● WHOLESALE AREA SALES MANAGER

CELINE | Sep 2017 - May 2018

Achieved Target: + 2 new clients. Managing global Portfolio (13 SIS/118 clients & 1 agent) Improvement of turnover.

-Showroom presentations, prospection, turnover development & showroom commercial team management.

-Regular visiting clients (every 2 weeks).

-Directly in charge of SIS & team management in Bon Marché (2SIS) and in Kadewe (1SIS), respectively (7MOS) & 2(MOS).

-Negotiation of SIS location /trade agreement & opening of 4 new SIS in 2018 Determining payment conditions, resolving various accounting issues and planning deliveries. Follow up of the brand performances : stock, concept, image & brand values.

-Staff training/coaching of team sales : brand, products & display.

-Implementing marketing & trade tools (Incentives, Event, Pop up & windows)

-Weekly Report : Sales forecasting, Sales analysis & Sell-through of 13 SIS.



## ● WHOLESALE MERCHANDISER

CELINE | Mar 2017 - Aug 2017

Drive and consolidate purchases. ( Wholesale vs Retail) Drive production/ profitability. (Pre-buy) Organisation of the seminar intended for Asian and European SIS. Daily control of stocks, deliveries, performance analysis. (per category) Upstream management of marketing operations. Preparation of the showroom and daily briefing of the showroom sales team.



## ● WHOLESALE AREA SALES MANAGER

CELINE | Jun 2016 - Mar 2017

Achieved Target: + 4 nouveaux SIS. Managing global Portfolio (9 SIS/ 72 clients) Improvement of turnover.  
-Upgrading & reducing network.  
-Showroom presentations, prospection, turnover development & showroom commercial team management.  
-Regular visiting clients (every 2 weeks)  
-Negociation of SIS location /trade agreement & opening of 4 new SIS in 2017 Work Experience



## ● WHOLESALE AREA SALES MANAGER

CELINE | Jun 2016 - Mar 2017

Determining payment conditions, resolving various accounting issues and planning deliveries. Follow up of the brand performances : stock, concept, image & brand values.  
-Staff training /coaching of team sales : brand, products & display.  
-Implementing marketing & trade tools (Incentives, Event, Pop up & windows)  
-Weekly Report : Sales forecasting, Sales analysis & Sell-through of 9 SIS.



## ● INTERNATIONAL SALES MANAGER

MUGLER | Jan 2015 - Jan 2016

Launch of the Accessory Collection in the World under the direction of David Koma. Repositioning and develop the brand across all markets. Elaborating the Worldwide sales targets, distribution network and price strategy. Consolidating and assuring a qualitative network in line with the brand strategy. Implementing new processes (reporting, organization and planning) & commercial team management.



## ● WHOLESALE AREA SALES MANAGER

Chloé | Jan 2012 - Jan 2015

2015>UK&IrelandforSeebyChloé Repositionning the brand on UK market following the RTW return in house.  
-Increased target by 150% vs N-1. (25 clients)  
-Network buyers with Key accounts : Net à Porter, Matches Fashion, Harrods, Selfridges... Identify, build new high profile partnerships and implement growth strategy. Lead and grow all sales initiatives with sales forecasting, sales analysis, sell-through and staff training. y Build and manage sales partners. Determine payments condition, negotiate commercial agreements, resolve various accounting issues, planning deliveries and reorders. Working closely with Chloé merchandising and production team on exclusive capsule's collection project. Reporting directly to (and working very closely with) the Wholesale Commercial and the EMEA Directors.



## ● International Sales Manager

prunegoldschmidt | Dec 2022 - May 2023

Worldwide Commercial development with South Asia & Europe focus. Visiting key point of sales across Europe and enhance the presence of the brand within them.  
Achieved Target: + 3 new clients (2 showrooms, RTW, Evening and LG collections)