

# Sylvain NIGRA

Chief Commercial Officer



## CONTACT

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## SKILLS

- Strong ability to assess a Business & define a tailored strategy and roll out plan
- Strategy
- Strong Business acumen
- Hands on approach
- Leadership and charisma
- Talent Management

## TRAINING

- INSEAD 2019  
Leading Digital Transformation
- ESG 1996  
Master degree

## LANGUAGES

French Mother Tongue

English Bilingual

Italian Bilingual

Spanish Advanced

German Intermediate

## ABOUT ME

An accomplished Leader with over 25 years' track record in driving results in Retail and Omnichannel areas with a wide range of skills including strong business acumen, customer experience excellence and people management.

Genuine, enthusiastic and agile, a strong Retailer who leads his teams and business partners through an ambitious plan including actual challenges and opportunities.

## CAREER

**Chief Commercial Officer** – Since January 22  
**Galeries Lafayette Group**

- \* Head of Watches and Jewelry division
- \* Rolex, Cartier, Royal Quartz and Louis Pion networks
- \* Managing Real Estate, Customer service, Operations and Field teams
- \* Leadership Team member

**Consultant** – January 20 to December 21

**Retail Performance 360** advises customers on their Commercial And People strategies, in France and internationally, with a strong focus on Omnichannel opportunities  
6 months-mission at Ralph Lauren  
2 months-mission at Alain Afflelou

**Franchise Director** - Middle East, Russia, Turkey

**MICHAEL KORS**, 2018 to 2019 (1 year) - 350 M€ - 100 stores

- Reporting to VP Wholesale EMEA, Managing the P&L
- Increased Portfolio in Middle East and Russia
- Drove Partners decisions on Product and Customer experience
- ➔ Results: +4% Comp sales, +8% OTB, +5% Ebitda

**Wholesale Director** – Europe

**MICHAEL KORS**, 2017 to 2018 (2 years) - 250 M€ - 450 shops

- Reporting to VP Wholesale EMEA, Managing the P&L
- Increased Portfolio with Department stores (+25 doors)
- ➔ Results: 70% sell-through before sale, Flat Comp Vs LY
- ➔ 1 promotion to Director role

**Regional Director** – France, Spain & Portugal

**MICHAEL KORS**, - 2015 to 2016 (2 years) - 250 M€ - 30 stores

- Lead 3 District Managers, 24 Full Price stores and 4 Outlets
- Set up organization supporting a fast-paced growth
- ➔ Results: Turn Over 10% up vs EU average

**Retail Director** – France

**PRADA** - 2013 to 2014 (2 years) - 245 M€ - 35 stores

- Head of Store Managers and Store Operations Department
- ➔ Results: +12% Comp sales, 15% additional loyal customers, +10% Conversion rate

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### MAIN ACHIEVEMENTS

#### □ Drive Omnichannel Strategy

(Michael Kors)

#### □ Customer Experience Design

(Sephora and Prada Global)

#### □ Always reached Ebitda target

#### □ Market share increase

(+3 pts Sephora Italy, +10 pts MK)

#### □ Mix Margin increase strategy

(+1,5 pts - Sephora Italy)

#### □ EU Sales Density increase

(+8% Michael Kors)

#### □ Build and lead solid New store opening master plans

#### □ Floor Management design

(Sephora, Prada and Michael Kors)

#### □ Lead People Organization

Transformation (Sephora, Michael Kors)

#### □ Sephora Management School

#### □ 6 Team members promoted on the same level as mine

### CAREER

#### **Retail Director - Italy**

**SEPHORA** - 2011 to 2012 (2 years) - 240 M€ - 115 stores

- Member of the Directors Committee, Managing the P&L
- Head of 8 District Managers across the country
- 15 new store openings, 10 refurbishments, 8 relocations
- ➔ Results: +10% on shop profit, 2011: +8% on Comp sales, 2012: +0,1% (Market at 5%)

#### **Regional Director - East of France & Luxembourg**

**SEPHORA** - 2007 to 2010 (4 years) - 100 M€ - 33 stores

- Head of Store Managers, Managing the P&L
- ➔ Results: 2007: +11% Comp (#1 France), 08: +4,5% (#3 France), 09: +1%, 10 : +4%
- 2 internal promotions to Regional Director and 1 to District Manager

#### **Audit Manager France**

**GAP** - 2006 (1 year)

- ➔ Results: 25% savings on shrinkage (374 K€), +10 points on Store Audit scores

#### **Store Manager - 5 to 10M€**

**GAP** - 2002 to 2005 (3 years)

- Head of store leading 4 to 8 Managers and 50 sales associates
- ➔ Results: 2002 +15% Comp, 2003: +9,5% Comp (GAP Passy), 2 internal promotions

#### **Assistant Store Manager**

**DECATHLON** - 1998 to 2002 (4 years) - 30 M€ - Stade de France

- Head of Department Managers - 40 Sales assistant

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### FOR FUN

40 years of Football practice

Abstract Painting (painted more than 50 pieces)

Natural attraction for Languages, Cultures and People