

Name: XAVIER
Birthday date: 28 March 1984
Barcelona
Family Status: Married



Summary of EXPERIENCE

Twelve years of experience in Retail gives me a highly professional experience and the required level of retail management know how.

Main duties as a Retail Manager:

- Management of 80 POS Lacoste Iberian market.
- Management of the Area Managers team
- Business follow up, strategy and forecast achiever.
- Focus in business
- Expansion & Real State
- Focus In people

EDUCATION

Barcelona (13/14) EADA BUSSINES SCHOOL (MASTER)
Master in Retail Management

Barcelona (03/03 - 08/09) ESERP (MBA)
Postgraduate degree and degree in Business Administration

Vermont, EEUU (01/02) St. Johnsbury Academy (USA)
High School

PROFESSIONAL EXPERIENCE

Sept 2016 - Present

Retail Manager Lacoste Iberia

- Lead and management of the Retail channel, Iberian market (80 POS)
- Growing business and supporting regional/local strategies
- Organize all store operations
- Maintaining accurate statistical and financial records
- Driving and maximizing the sales and profitability of the store to achieve growth.
- Driving sales through maximizing team performance
- Expansion strategy find new opportunities in the Iberian market and increase business.
- ROI
- Kpi's, dashboard & analytics
- Leader of the retail team (190)
- Sales 2017 achieve +8%€ vs LY
- Develop teams to excellence

July 2014 - Ago 2016

Area Manager - Lacoste Iberica

- Lead the planning team
- Sessional buying plan for Iberian market (Retail & wholesale)

July 2014 - Ago 2015

Merchandising Director - Lacoste Iberia

- Lead the planning team
- Sessional buying plan for Iberian market (Retail & wholesale)
- Assortment selection

- Retail replenishment strategy, leftover goal (first choice, outlet)
- Lead Sales meetings SS & AW, Strategies & Product
- Sell out analysis, rotation and sell through align with season strategy
- Sales 2017 achieve +8%€ vs LY

June 2010 - June 2014

Retail Product Manager - Apparel, Footwear & Leather Goods division - Lacoste Iberia

- Growing business and supporting regional/local strategies
- Assortment selection for Iberian market
- Management of category lines for Full price, Franchise and Outlets stores (80 POS)
- Market and key competitor's trends and price
- Price and product strategies
- Negotiation with suppliers
- Planning product buys and Making purchase proposals to suppliers
- Delivery policy
- Sales 2016 achieve +12%€

June 2007 - May 2010

Area Manager (Catalunya & Baleres) - Armand Basi S.A.

- Management of stores in Cataluña and Balearic Islands
- Selection the best team for each store
- Motivation and develop teams
- Stock control
- Sales control
- Stores budgets implementation
- Manage Deliveries
- Visual merchandising strategy
- Store managers training

September 2007- May 2008

Marketing Assistant - Duran Tortosa, S.L (Retail & Marketing Consulting Firm)

April 2007 - August 2007

Magners S.A. - Manufacturer and Distributor of Irish Sidra.

LANGUAGES

ENGLISH
SPANISH
CATALAN

TOEFL: NIVEL 560
NATIVE
NATIVE

CURIOSITIES

I have been living in the United States of America for two years during my student period (2001/2003).

Professionals Skills: Communicative behavior, proactive, polite, analytic, motivator, hands on man, strategic, team worker.

Extra knowledge: Office, Qlickview, Lawson solutions, Status2, Saap,

Driving license: B1 - A - A1.

Hobbies: Cinema, music, motor, soccer, ski and running.