

# PROFILE

I'm a FMCG enthusiast, passionate about marketing looking for an international leadership role.

Analytical & curious to highlight latest trends to answer consumers' needs and to growth brands profitably.

Open-minded & team-player who likes to collaborate and influence through team collective intelligence.



## EDUCATION

### Louvain School of Management

[Master in Management Sciences]  
*Magna Cum Laude* [2012 - 2014]

### National ChengChi University

[Exchange Program (MBA)]  
[Sept-Dec 2013]

### Louvain School of Management

[Bachelor in Economics & Management]  
*Cum Laude* [2009 - 2012]

## SKILLS

[French]


[English]


[Dutch]

[Spanish]

[Microsoft Office]



 Belgian | 30 years old

 [+33 6 38 34 40 87]

 [dubois.bar@gmail.com]

 [www.linkedin.com/in/barbara-du-bois]

# BARBARA DU BOIS



## EXPERIENCE

### L'Oréal | Western Europe Coordinator | Paris

*Skincare & Men L'Oréal Paris* [June 2019 - Current]

1/2 Billion CNS€ | Bud2021 double digit growth ambition

• Managing "Master Plan" with Global Development Team (10 people with whom I have daily interactions)

• Translating consumers & competitors' insights into actions

• Sharing Countries Activation Best Practices

Key projects :

1. Revitalift Ampoules & Dropper Serum top execution

2. Catalogue rationalization to improve turnover/product

3. Men Expert European strategy & media mix shift

• Indirectly influencing 30 Product Managers in 15 countries

### L'Oréal | Senior Product Manager | Brussels

*Haircare L'Oréal Paris* [Jan 2018 - Mai 2019]

• +6.6% Turnover - #1 Growth contributor for the division

• +0.4 M€ gain - best results for last 4 years thanks to

1. Clarifying strategy by reconnecting to brand's DNA

2. Being the best in class in POS execution by mobilizing Commercial Team to implement 300 care towers (Kruidvat & Carrefour) + 115% SO results during weeks of exposure

• Managing 1 people

### L'Oréal | Product Manager | Brussels

*Skincare L'Oréal Paris* [Sept 2016 - Dec 2017]

### L'Oréal | Junior Product Manager | Brussels

*Hair Color L'Oréal Paris* [Jan 2015 - Aug 2016]

### Danone | Marketing Intern | New York

*Dairy Products Light&Fit* [Feb 2014 - Jun 2014]

### Pernod Ricard | Marketing Intern | London

*Alcoholic Beverage Chivas Regal* [Jul 2012 - Aug 2012]

## INTERESTS

Traveling :Taiwan/Thailand/India/Vietnam/Cambodia/Namibia/Indonesia/Madagascar/Panama/Cuba/Island.

And skiing, scuba diving (Advanced PADI), competition in Jumping, cooking and reading