

Contact

www.linkedin.com/in/katalinberenyi
(LinkedIn)

Top Skills

Cosmetics
Luxury Goods
Fragrance

Languages

English (Native or Bilingual)
Hungarian (Native or Bilingual)
Russian (Limited Working)
Spanish (Limited Working)
French (Native or Bilingual)

Certifications

Clarins Unlimited Digital Mindset
Programme

Honors-Awards

CEW Achiever Award Success Story
MARIE-CLAIRE Innovation Award
Prix d'Excellence de la Beaute 2017

Publications

Les 11 lois du marketing creatif

Katalin Berenyi

Global General Manager
Paris, Île-de-France, France

Summary

GLOBAL GENERAL MANAGER

CLARINS : committed to making life more beautiful, and leaving behind a more beautiful planet.

DISRUPTIVE ENTREPRENEUR

as Beauty brand Creator: Co-Founder of ERBORIAN Korean Skin Therapy

INNOVATION DRIVER as new beauty segment Creator: new Hybrid category

SUCCESS Creator: 1st and #1 BB and CC Creams in Europe, Top growth brand in selective beauty market year after year.

GLOBAL CORPORATE INTRAPRENEUR

More than 15 years of experience in Luxury and FMCG environment (Neiman Marcus, L'Oréal Luxury, Lancôme, L'Occitane Group, Erborian, Clarins), with long professional and personal expertise in Asia (South-Korea, China, Hong Kong, Taiwan, Japan, Vietnam), Europe and United States.

MULTICULTURAL & MULTILINGUAL

Trilingual in French, English and Hungarian.

Working knowledge in German, Spanish, and Russian.

DYNAMIC PASSIONATE LEADER

who combines the creation of high performing teams with the development of individual talents, thanks to passionate leadership and communicative engagement skills.

STRONG PROVEN SKILLS

in driving innovations (disruption & visibility), in managing sales (KPIs & profitability), marketing (brand identity & product development) and HR (recruitment & team building) for my beauty brand and for established brands.

Experience

Clarins Group

Global General Manager Clarins | Group Executive Committee Member

February 2019 - Present (5 years 2 months)

Paris 17, Île-de-France, France

L'OCCITANE Group

1 year 7 months

Chief Creative Officer

September 2018 - January 2019 (5 months)

Geneva

Creative direction, branding and innovation of all major consumer touchpoints of the L'Occitane and Erborian brands.

Chief Artistic Officer L'Occitane and Erborian

July 2017 - January 2019 (1 year 7 months)

Région de Genève, Suisse

Managing international communication, digital, visual merchandising and product design

ERBORIAN, L'Occitane Group

Co-Founder Creative and Innovation Officer ERBORIAN

July 2014 - January 2019 (4 years 7 months)

Paris Area, France

- ERBORIAN: Innovation Marketing, Product Development and Communication for this new member of the L'Occitane Group

- Advisor to the group

ERBORIAN - Symbiose Cosmetics France

Co-Founder and Chief Executive Officer

May 2007 - July 2015 (8 years 3 months)

Co-Founder and President CEO of Symbiose Cosmetics France, developing and distributing the ERBORIAN Korean-French cosmetics brands.

Very successful alternative brand, 1st BB Creme and bestseller CC Creme in selective perfumery chain in Europe. Since 2007 in department stores, perfumery chains and pharmacies, in 25 countries and 2600 points of sale.

Today member of the L'Occitane Group.

www.erborian.com

L'Oréal

5 years 7 months

VP (Directrice Marketing) Worldwide Marketing Travel Retail
September 2005 - March 2007 (1 year 7 months)

direction of International Marketing Travel Retail, L'Oreal Luxury Division.

Heads up Travel Retail marketing for : Giorgio Armani, Ralph Lauren,
Cacharel, Helena Rubinstein, Biotherm, Viktor and Rolf, Diesel

Responsibility for TR marketing on all 3 zones : Travel Retail Asia / Travel
Retail Europe and Travel Retail Americas

VP (Directrice Marketing) Trade and Promotions Marketing Lancôme
International

September 2003 - August 2005 (2 years)

Direction of Trade and Promotions Lancôme International

Head of Worldwide Trade and Promotions.

Developed sales dynamics and worldwide sell-out operations on all 3 product
axes of Lancôme: skincare, makeup, and fragrances.

Responsibility and accountability for worldwide developments and
coordination of Lancôme subsidiaries on promotional and trade strategies and
operations.

Head of team of 10

Product Manager Lancôme International

September 2002 - August 2003 (1 year)

Product Development for Lancôme International.

Skincare and foundation / makeup categories.

Strategic marketing.

New products development for international markets:

- coordinated with group laboratories, brief, follow-up and follow-through
- coordinated with packaging and technical departments
- all related marketing activities: pricing, naming, positioning, adjustment of
texture, pack, design, etc.
- Recommendation for product promotions

Brand Manager Shu Uemura

September 2001 - August 2002 (1 year)

Europe Brand Manager for Shu Uemura.

Coordination of Shu Uemura in Europe:

- Selection of products to launch
- Validation of textures for European markets
- Coordinated product launch: pricing, naming, selection of launch channels
- Launch of products with the press
- Related promotion activities and events

Integration of Shu Uemura franchise partners through Europe

Neiman Marcus

Assistant Brand Manager Neiman Marcus

September 1996 - February 1997 (6 months)

Assistant Manager in Luxury Retail store Neiman Marcus.

Pierre Cardin

Product Manager

September 1991 - May 1995 (3 years 9 months)

Responsible for Pierre Cardin licencies, coordination of worldwide franchise activities on 3 product axis

Ready-to-Wear and Accessories

Coordinates and prepares Haute Couture shows, illustration of press books

Education

Rice Business - Jones Graduate School of Business

MBA, General Management, Marketing and Finance · (1999 - 2001)

Institut Français de la Mode

Management in Design, Management, Luxury, Retail · (1994 - 1996)

École nationale supérieure des arts décoratifs

Fashion designer, Fashion design, merchandising and management · (1989 - 1992)