

# NCA ENTREPRENEUR

## VANESSA MONESTEL

### SEARCH START

September 2021

### REGION

French-speaking  
Switzerland & France

### LANGUAGES

FR / EN / SP

**20** Years of  
Experience

### SELECT EXPERIENCES

- **ACCENTURE** Process / operational efficiency for international clients in Retail (**Auchan**) & Consumer Goods (**Japan Tobacco International, Inbev**), **Givaudan** fine fragrance division
- **GREUBEL FORSEY (RICHEMONT** Group fine watchmaking brand)
- **LAURENT FERRIER**, family owned fine watchmaking brand

### INDUSTRIES

Retail 6 Consumer Products  
Industry including luxury sector

### EDUCATION

- IMD, Executive MBA (2008)
- Paris Dauphine University (Post-graduate in Marketing & Strategy) (1997)
- Toulouse Business School (MA in Business Management) (1996)



### SKILLS

#### LEADERSHIP

- Executive & leadership roles including CEO position in a family-owned business
- Results-driven and service-oriented leader
- Sustainable change drive through motivational leadership
- Experience managing and leveraging Boards

#### OPERATIONAL EFFICIENCY / GROWTH

- Turnaround management, break-even and preparation for an exit strategy
- Top and bottom line initiatives to support growth
- Brand strategy and International sales development skills
- Efficient translator of business strategy into actions
- Identification and conversion of business opportunity in revenue stream

#### INDUSTRY CREDENTIALS

- CEO in a fine watchmaking company with a strong brand positioning
- Advisory roles with Accenture in retail information system roll-out and change management, customer acquisition programs, Sales and Marketing optimization, Consumer and trade marketing integration

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