

BORIS ALESSIO

GENERAL MANAGER - MARKETING DIRECTOR IN THE BEAUTY-COSMETICS INDUSTRY – 20+ YEARS INTERNATIONAL EXPERIENCE | DIGITAL STARTUPPER | CMO



“ I am a creative leader with a strong strategic thinking and the ability of challenging the status quo.

Marketing-fanatic, innovative and adaptable, I have lived in 7 countries and worked in 5, in Europe and in Asia, and am able to communicate and manage in 5 languages.

I have a proven ability in brands development and a track record on achieving successful turnarounds.

Digital savvy, I have been the co-founder of an e-commerce adventure in fashion, called www.privategriffe.it “

PROFILE

Italian
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WORK EXPERIENCE

Since 02/2020 **FOUNDER** borisalessio.com – Italy

Creation of a network of professionals, aiming at helping small businesses to deal with uncertainty and face the post-Covid new social and economic context. Actions span from marketing to sales, from legal to tax. 100% digital-safe.

Since 09/2019 **BUSINESS ADVISOR** kavallotta.it | **Leisure&Food** – Italy

Brand development for the leisure&food business unit, *Kavallotta.it*, 2 M €, 30 pax, today chef-restaurant and luxury playground (cocktail lounge, special events' centre, water pool, tennis courts)

Looking for growth levers via a new marketing offer: one brand more luxury and a new democratic brand : 2 audiences, 2 businesses to globally increase the customer base and maximize profit opportunities. Action plans involve: extension of the offer (food, service), new skills' development for the teams and innovation on new formats for social events,

2016-04/2019 **BRAND GENERAL MANAGER** | **Professional Haircare & Skincare** – Italy

In charge of the luxury brands professional business unit, *Kerastase, Shu Uemura*, full P&L responsibility, haircare and skincare, multi-channel distribution, 60 M €, 60 pax.

Designed the new GTM to develop the omnichannel consumers experience on- and offline (salons, instituts, retail stores and e-commerce). Accelerated growth top- (3-4%) and bottomline (0.5 to 1 pt profit) in 2016, 2017 and 2018. Sell-out development up to +5% (+20% online!).

Targeted the right key drivers for the growth: discounts down (-350 bp in 3 years), up Digital investments (up to 5% of Net CA), creation of new digital touchpoints b/w consumers and categories able to generate new insights and develop the right categories.

New retail strategy with intern'l players (Sephora, Douglas, Lookfantastic.com), based on developing exclusive professional services and products storytelling which ultimately drive more retail.

Business Ambassador for the whole company for a new HR program focused on sponsoring new initiatives developing *Diversity*, with both an internal and an external impact.

2012-2016 **BRAND GENERAL MANAGER** | **Professional Haircare & Skincare** – Spain

In charge of *Redken, Pureology*, full P&L responsibility, 40 M €, 40 pax.

Business turnaround thru a model change from sell-in to sell-out: added in the organisation new profiles with retail expertise, replacing lower added-value roles and keeping the costs at the same level, injecting overall new capabilities in strategic positions and cross-fertilization. +20% TO in 3 years and increased profitability +2 pts.

Won leadership along with global development in NYC to generate an innovation plan, filling in the calendar for the Western Europe region for the 3-years-plan (generated average a 15% of global innovation weight yearly: new formulae/products and new brands/categories born).

In 2013 successful integration of 2 luxury skincare brands (*Carita, Declor*), bought from Shiseido. Defined the brands' strategic vision and set up the organization and financial and operational processes.



EDUCATION

2002- 2004
MBA – France
CEDEP/INSEAD Fontainebleau

1992-1997
ENGINEERING – Italy
POLITECNICO di Torino

1996-1997
ERASMUS – Belgium
Université Catholique, Louvain

1991-1992
BACCHAL.– Germany
Wirsberg Gymn., Würzburg

SKILLS

STRATEGIC VISION



BRAND INNOVATION



TEAM DEVELOPMENT



MULTILINGUAL



SENSE OF LUXURY



DIGITAL



2009-2012 **MARKETING AND DIGITAL DIRECTOR | Professional Haircare and Makeup – France**

In charge of the marketing strategy for the leading haircare brand, *L'Oreal Professionnel Paris*, 200 M €, 25 pax and for a recently acquired make-up brand, *Essie* (10 M € potential).

Achieved b/w +2% and +4% every year on a flat market and developed a strong team of talents. Historical success with product launches: new color brand straight to #2 in 1 year, +10% in year 2. Won leadership to define the GTM strategy for the cluster Europe.

Started a new era characterized by an innovative B-to-C multi-channel media campaign model (TV-press-@). Co-worked with the global marketing team for the advertising campaign development.

CERTIFICATIONS

Diploma in PIANO
Conservatoire "Vivaldi" Alessandria

ARABIC level 2
Casa Arabe Madrid
Liceo linguistico "Manzoni" Milan

Humanitarian Worker
Mission in Benin, 2011, PLANETE
URGENCE

Post-degree certificate in
Management
2008, CRANFIELD UNIVERSITY

2005-2009 **INTERN'L MARKETING MANAGER | Professional Haircolor & Skincare ASIA – China/Japan**

In charge of strategic development for the hair care and skincare categories for Asia, manager of 3 teams of product development located in Paris, Shanghai and Tokyo.

Developed product categories, services protocols, cosmetic apparels and advertising campaigns relevant to Chinese and Japanese consumers across all channels, selective and mass market. Rapidly won recognition, brand awareness and several awards by the press and public institutions in China. In Japan conquest of #6 from #15 in a context dominated by local competitors.

Strategic development for the launch of a new skincare luxury brand, *Keraskin*. Developed the whole *Whitening* category, specific advertising and cosmetic machines. Worldwide premiere in Singapore and Japan. Creation of 15 flagship retail boutiques and an Institut franchise model. Results far above budget (+20%).

2003-2005 **MARKETING MANAGER Haircolor, Haircare, Skincare, Makeup – Italy**

Responsible for the marketing strategy for the leading haircare brand in Italy, *L'Oreal Paris*, 200 M€. Manager of a team of 15 people.

Record launch of a new color brand, Color Pulse, thanks to excellence in execution. +11% category sell-out in year 1 and global market growth.

Skincare category won market shares and profitability thanks to innovative storytelling and premium merchandising/mise en avant. New launch calendar in make-up based on new consumers behaviours discovered.

INTERESTS

Cultural exchanges&Travels
Everyone, everywhere

Music
Absolutely...everything!

Brands&Innovation
Esp. Fashion&Lifestyle

Cooking
Italian&Chinese

Storytelling for kids
I write a fairytales book / year
since 5 years now

2001-2003 **INTERN'L MARKETING MANAGER Professional Haircolor Worldwide – France**

In charge of global product development for *L'Oreal Professionnel* hair color, manager of a team of 5, business > 1 bil €.

Brand new creation of a color brand, Luo Color: products development, packaging, advertising, animation plan. Today still a reference in Caucasian markets. Extraordinary results in all countries where launched. Color business up +10-+15% on a flat market in several European markets.

Led the relaunch of two color pillars, Majirel, the WW market leader in oxidative color category and Diacolor, the player #2 in the tone on tone category. Strengthened the business in basically all geographic zones.

2000-2001 **REGIONAL SALES MANAGER Haircare – Italy**

Management of a sales team of 8 Key-Account and one Education Manager for *Kerastase*. Team #1 in turnover evolution and new clients' conquests in 2001.

1998-2000 **PRODUCT MANAGER Haircolor – Italy**

Development of the color portfolio business for *L'Oréal Paris*.

L'ORÉAL

1997 **Graduation Internship – Italy**

Business analyst at FIAT REVI.

FCA
FIAT CHRYSLER AUTOMOBILES