

# Paul Fabre



## PROFESSIONAL EXPERIENCE: PHARMACEUTICAL & BEAUTY INDUSTRY

<b>2019-now</b>	<b>Pierre Fabre Dermo-Cosmétique Polska</b> <i>Director – Board member</i> <b>Sales and distribution of Drugs, Medical devices and Cosmetics in polish pharmacies</b> Guide, control the company operations and give strategic guidance to achieve the objectives  <b>Mainly B to B Business and also B to C with marketing and direct store</b> Portfolio of 8 brands  <b>In charge of the P&amp;L, annual budget and 5 years financial plan</b> Oversee and approval of the annual report and accounts  <b>Management (&gt;100 employees):</b> ensure recruitment and retention of well-motivated staff	<b>Warsaw</b> POLAND
<b>2015-2018</b> (4 years)	<b>Pierre Fabre Dermo-Cosmétique</b> <i>Area Manager – Central, Eastern Europe</i> 20 Countries and 18 Distributors in Central, Eastern Europe <b>Yearly EBIT (&gt;10 million €)</b> Increased Revenue and Operational margin by 50% over the last 3 years  <b>Strategy &amp; Brands Management:</b> - Set up the strategy for all PFDC brands in export Eastern Europe countries - In charge of the P&L, budget and the 5 years financial plan	<b>Lavaur</b> FRANCE
<b>2013-2014</b> (2 years)	<b>Pierre Fabre Dermo-Cosmétique - USA</b> <i>Vice-President Eau Thermale Avène &amp; Retail</i> <b>Eau Thermale Avène Business Unit: Sales &amp; Marketing Management</b> - Increased revenue by 25% in 2014 - In charge of the local strategy, P&L, budget and the 5 years financial plan  <b>Product Development:</b> Development of a full OTC sun-care range dedicated to the US market - From the subcontractor identification to the products launch (2 years project) - Successful US sun-care range (6 products) in revenue and press awards	<b>Parsippany – NJ</b> USA
<b>2011-2012</b> (2 years)	<b>Pierre Fabre Dermo-Cosmétique – China</b> <i>Digital and CRM Manager:</i> Management of the PFDC Digital team <b>Customer Relation Management</b> (>2 million-members database management) - Coordinated 4 services (Digital Marketing, Customer Service, Communication, and Retail) - Data analysis, define action plans, set-up KPI and follow results  <b>Digital:</b> Digital Strategy, Action plan and follow-up (>1 million followers management) - Internet activities: Brand Website, Internet Campaigns, Newsletters - Social Medias: Micro-blogs (WeChat, Sina, QQ) and e-PR (KOL, influencers, Bloggers)	<b>Shanghai</b> CHINA
<b>2008-2011</b> (3 years)	<b>Pierre Fabre Medical Care</b> <i>Senior Products Manager: ENT, Allergology, Dermatology, Ophthalmology, Chiropody</i> <b>Product Development Marketing:</b> - Licencing-in, Licencing-out and internal product development (Rx, Medical Device, Cosmetics) from the drawing up of specs to product launch  <b>Operational Marketing Worldwide</b> - Worldwide marketing: In charge of France and coordinating campaigns for the other countries	<b>Castres</b> FRANCE
<b>2008</b>	<b>Pierre Fabre Dermo-Cosmétique</b> <i>Sales Representative</i>	FRANCE

## EDUCATION

<b>2007-2008</b>	<b>Master's Degree in Health and Beauty Industry Management, Toulouse Business School</b>	<b>Toulouse</b> FRANCE
<b>2006-2007</b>	<b>Master's Degree in Pharmaceutical &amp; Biotechnology Management, ESCP Business School</b> <i>Class president</i>	<b>Paris</b> FRANCE
<b>2000-2006</b>	<b>PharmD, College of Pharmacy</b> (graduated with honors) Masters: "Law, Economics and Marketing of Health Industries"	<b>Toulouse</b> FRANCE

## ADDITIONAL

<b>Languages</b>	<b>English:</b> Fluent <b>Polish, German, Chinese:</b> Basic
<b>Hobbies</b>	Golf, Tennis, Travel, Guitar