

# Philippe JARDIN

## Contact Information

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  - Date of Birth: June 1st, 1972 (Fort-de-France, Martinique, French West Indies); Nationality: French
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## Executive Summary

Dynamic and seasoned **Brand, Business, and Team Developer** with over **27 years** of experience in premium, luxury, in various industries, with a strong focus on the Japanese market. Proven track record of **improving profitability** and conducting **transformation**.

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## Professional Experience

### Pierre Fabre Laboratories – Japan Country General Manager, Tokyo

*2017 – Present (7 years)*

- Overseeing **24 million €** in revenue, managing a JV with Shiseido and a Pierre Fabre subsidiary.
- Achieved double-digit growth in strategic product lines. for **EAU THERMALE AVENE** brand (**60 million €** at retail value),
- Led the **transformation** of the **René Furterer** hair care brand's operations from a subsidiary to a distributor model, resulting in **increased EBIT** and a leaner organizational structure.
- Played a pivotal role in a long-term JV contract **negotiation** with Shiseido, securing a favorable 7-year agreement.
- Championed **digitalization** and launched e-commerce, delivering **double-digit growth**.
- Advanced **organizational efficiency** by integrating new software systems for supply and demand planning, quality improvement initiatives, and an integrated HR system (Workday).

### FAUCHON K.K. – Japan Country General Manager, Tokyo

*2012 – 2017 (6 years)*

- Managed Japan's operations contributing to **80 million euros** in sell-out, accounting for 40% of FAUCHON's global retail.
- Orchestrated a landmark contract **negotiation** with a historical partner, enabling territorial expansion and increased purchase guarantees.
- Fostered the development of **new business partnerships**, including new licensing agreements and initiating talks for FAUCHON restaurants & hotels in Tokyo and Kyoto.

### VILLEROY & BOCH TABLEWARE JAPAN K.K. – President & Representative Director, Tokyo

*2005 – 2011 (7 years)*

- **Turned around** the subsidiary's financial performance, reaching break-even within 2 years and increasing by **15 points** market contribution.
- Implemented cost-cutting measures and optimized operations by outsourcing warehouse activities.

- Expanded **brand visibility** by negotiating strategic placement of shop-in-shops in prominent department stores across Japan.
- Spearheaded **B2B** efforts, securing contracts with **luxury hotels** and **premium supermarkets** for customer loyalty programs.

### **LVMH – Sales Manager, Louis Vuitton Champs-Élysées Store, Paris**

*2003 – 2004 (2 years)*

- Managed a diverse team of up to **22 sales associates**, optimizing customer service.
- Contributed to the opening of the temporary Champs-Élysées store and the optimization of operations for the new flagship store.

### **LVMH – JARDINE WINES & SPIRITS (Moët Hennessy) – Brand Manager, Hennessy, Tokyo**

*1998 – 2001 (4 years)*

- Successfully **launched** “Hennessy Classique,” achieving distribution to over 7,000 clubs.
- Managed a **multi-media PR activity** to counter negative rumors about health.
- Oversaw a several million-euro marketing budget, conducting **consumer research** and **media planning**.

### **L’OREAL – Marketing Assistant (National Service), Tokyo**

*1996 – 1997 (1.5 years)*

- Contributed to the **development and launch** of new styling products, working closely with product managers and marketing teams.

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### **Education**

- **INSEAD**, MBA Programme, Singapore & Fontainebleau (France), 2002
- **ESSEC**, Master of Science in Management, Cergy-Pontoise (France), 1992–1996
- **Lycée Ste Geneviève**, Prep School, Versailles (France), 1990–1992

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### **Languages**

- French (Mother tongue)
- English (Fluent)
- Japanese (Fluent, Japanese Proficiency level 1)

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### **Personal Interests / Activities**

- **Marketing:** President of the Marketing Committee of the French Chamber of Commerce in Japan (CCIFJ) since 2007.
  - **Networking:** President of ESSEC Alumni Japan (2010–2018), Member of CEO Insights, UFE Japon board member.
  - **Education:** Lecturer at Hitotsubashi MBA programme and Kaisei Academy.
  - **History:** Awarded Third Prize at the “Concours Général” in History (1989).
  - **Cultures & Travel:** Rich international experience with extensive travel history.
  - **Sports:** A regular jogger and major sport events enthusiast.
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