Richard BOIDE

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richardboide@netcourrier.com

45 years old

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| **Senior Executive**  **Luxury Goods** |

Schooling

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| 1992 – 1995 | **Maîtrise d’Ingénierie Commerciale** |
|  | *Economy, Finance, Marketing, Technology* |

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| Languages | **English & Italian : fluent** |
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Professional experience

**Since January 2006: DORMEUIL SAS** [www.dormeuil.com](http://www.dormeuil.com)

For over 170 years, the House of Dormeuil is specialized in the trade of luxury fabrics and sells each year in over 100 countries. We operate mainly on a B2B basis, selling our fabric collections to traditional tailors, to retailers offering a made-to-measure service, as well as luxury brands and garments manufacturers. Dormeuil also operates a small retail division through three stores in Paris.

### Commercial Director

**Fabric Division**

## Paris, France

Based in the Group’s headquarters, and reporting directly to the company’s president, I have the overall responsibility for the fabric division worldwide sales:

1. Recommendations to the Board re. marketing mix
2. Definition & implementation of global commercial strategy
3. Preparation & follow up of yearly budgets
4. Key accounts management on all markets
5. Direct management of sales team based in headquarters
6. Overall management of all overseas subsidiaries (New York, London, Milan, New Delhi, Tokyo, Melbourne, Shanghai) including HR (36 people over 8 countries).
7. Control of other distribution channels (agents, distributors and wholesalers)
8. Responsible of Fabric Division’s P&L
9. Identify opportunities for the company to expand abroad and establish new commercial subsidiaries if required (Dormeuil India opened in 2010 and Dormeuil China end 2011)
10. Member of the company’s board of directors

**1996 to 2005: CHARGEURS WOOL** www.chargeurs.fr

Chargeurs Wool is specialized in « top-making », a key step in the early stage processing of wool. Top-making primarily focuses on blending various quality of greasy wool in order to achieve blends that will meet the needs and requirements of spinners around the world, thus converting greasy wool in wooltop thanks to a network of woolcombing plants owned by Chargeurs around the world (at the time Chargeurs owned 8 factories over 5 continents).

**2004 – 2005: Sales & Topmaking Director Europe**

## Biella, Italie

In charge of Chargeurs Wool’s commercial operation in Italy, I was reporting directly to the company headquarters in France and was responsible for:

1. The management of key accounts in Europe
2. The topmaking operations for Europe : follow up of greasy wool markets (Australia, New Zealand, South Africa and South America), daily pricing of the product range to sales network in Europe, coordination of greasy wool purchases from the various producing countries, commission processing in the various woolcombing plants belonging to the group, quality & delivery follow up
3. The development and launch of new products and supply chains (IZWOOL, ESCORIAL, etc)
4. The marketing and sales of the group’s lanolin production (wool-washing by-product used mainly in cosmetics): establishment of global commercial strategy and budget, coordination between production & sales (short supply periods), pricing and sales to key accounts (Europe, India, Singapore, Japan, USA, Brazil).

**1997 – 2004: Topmaking & Sales Manager Australia**

#### Wagga Wagga & Melbourne, Australia

Responsible for the group’s topmaking operations in Australia (aimed primarily at the Asian market) as well as the direct sale of wooltop to the Australian market.

1. Daily pricing of the wooltop product range to the salesteams in Asia
2. Global risk management (greasy wool stock and finished goods stock vs. wool market’s evolution)
3. Operations planning : greasy wool purchases (auctions), greasy wool blends preparation, Australian mill’s production planning, follow-up of quality and shipment of finished goods
4. Management of key-accounts in Australia
5. Budgets and P&L to headquarters in France

Position based for the first three years in the wool combing mill in order to learn about greasy wool and wool processing

**1996 – 1997 : Trader Junior**

###### Christchurch, New Zealand

Greasy wool purchasing at auctions in New Zealand, shipping of greasy wool to the various mills owned by the group and trading of scoured wool to export markets. These 18 months were the opportunity for me to discover the wool industry, learn how to value greasy wool, understand indent buying at auction as well as greasy wool blending. I spent extended periods working in Chargeurs’ wool scouring plant (Timaru) as well as the company’s country buying operation in the south of New Zealand (Gore). This first experience of the wool industry was also the opportunity to graduate in Wool from Lincoln University in Christchurch.