

HUGO MICHEL

+1.201.496.7713 | HUGO.MICHEL@YMAIL.COM

 [linkedin.com/in/HugoMichel](https://www.linkedin.com/in/HugoMichel)

Creative seasoned Executive optimizing global hyper growth, delivering EBITDA.

WORK EXPERIENCES

LANGUAGES SPOKEN

English, French, Spanish.

EDUCATION

Masters, Business Negotiations

ESCEM Group.

Tours, France, 2003.

Bachelors, International

Trading, Le Coudon.

La Garde, France, 2000.

Economics Degree (Singapore, 1998).

Rugby (Tours, France -
Charlotte, North Carolina).

PREVIOUS LOCATIONS

NEW YORK SYDNEY PARIS
TORONTO LONDON DUBLIN

OTHER WORK EXPERIENCES

Business Development

Sales Forecasting

Louis Vuitton Group North America, 2004-2008 \$125M, 3 brands, increased multi channel accuracy by 25%.

Director Sales Development

Cosmolane, Canada, 2009-10
Grew 20% existing channels, conceptualized new retail store.

Executive VP Global Sales – Zippo Manufacturing Company, USA, since 2019

- Seat in Executive Team, P&L, in charge of 180 countries.
- Optimizing the Sales Organization for Zippo, Ronson and WR Case & Sons Cutlery.
- Managing wholly owned subsidiaries (Germany, France, UK, India).
- Increased global top line sales and EBITDA by 50%, reaching record levels.
- Global strategy and launch of socially responsible & sustainable programs.
- CRM implementation, licensing, global acquisitions, Ecommerce scaling, tradeshow, field Team & wholesale redefinition, trade channel strategy, inside sales/telemarketing.

President - Bin 3 Consulting, Remote, USA, January 2015- December 2018.

Acting as VP International Sales:

- At Basic Research, I delivered 20% growth on existing markets (Canada + Mexico) while I secured tens of millions of \$ of new business (China, Middle East). Featured brands include beauty products (SeroVital) and various supplements (Relacore, Zantrex-3, Body Lab by Jennifer Lopez).
- At Gifted Nutrition, I launched the brand in 40 countries in the first year delivering tens of millions of \$ in new business.

In this capacity, I unlocked client's international expansion by:

- Building a tailored plan with identified KPI's for success.
- Projecting P&L, Forecasting.
- Led, hired and coached Sales Team, managed in market trainings.
- Led internal Change Management.
- Developed private label for China.

Director International Sales - SpiderTech , USA + Ireland, Jan 2013- Jan 2015

- Negotiated, locked and contracted 79 new countries over the first year, moved to Ireland to sustain growth.
- Built start-up's global multi-channel strategy: retail and medical distribution.
- Forecasting, Global wholesale pricing strategy, Distributor training.
- P&L, International Compliance, Intellectual Property.
- Product cycle, R&D market surveillance, local consumer marketing.

International Channel Manager – Iovate, Canada, June 2010- October 2012

- Grew multibrand sales (Hydroxycut, MuscleTech, Xenadrine, Purely Inspired, Nature's food and more) from \$26M to \$59M, focusing on improving existing presence and opening new markets.
- Direct to retail, distributors, brokers 3PL.
- International P&L, Forecasting, Global pricing & promotional strategies.
- Lead multi countries Sales Teams, in market consumer events.