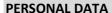
Valérie LOVISA

Profile - Marketing, Digital, Sustainability Givaudan former employee - FF SAMEA marketing manager

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References:

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Khalil Antoine (+971 50 458 8510)

PROFESSIONAL QUALIFICATIONS

Doctorate in Pharmacy, 2001/2007 – Thesis in 2009, Strasbourg University, France Thesis: Implementation of a cosmetic business unit in a consulting company Specialization: Industrial Pharmaceutical Engineering

Master of Business & Management, 2008, Facolta di Economia, Padova, Italy

Economy, Marketing and product management

European Fragrance and Cosmetic Master, 2007, ISIPCA*, Versailles, France

*ISIPCA : Institut Supérieur International du Parfum, de la Cosmétique et de l'Aromatique Alimentaire Scientific study of Fragrances and Cosmetics products

PROFESSIONAL CERTIFICATIONS

- Sustainability Leadership, 2020, University of Cambridge, Getsmarter
- Digital Marketing, 2020, Columbia Business School, Emeritus
- Certificate of NLP Practitioner, 2018, American Board of NLP/ICF
- Ignite your everyday creativity, 2017, The State University of New York, Coursera
- Psychology at work, 2016, University of Western Australia, Coursera

PROFESSIONAL WORK EXPERIENCE

ABTYS Consultancy in Fragrance & Cosmetics

Switzerland Current



Founder & creative director

- B2B services in sustainability, digital marketing, fragrance creation, portfolio management

- B2C fragrance workshops

http://abtys.com

GIVAUDAN

Fine Fragrances division for the SAMEA region

Dubai Jan 2018 - Apr 2019



- Marketing management and budget
- Event organization (Beautyworld)
- Perfumery workshop spokesperson
- Digital customer support: Collaboration with digital agencies on App & media development
- Facilitator: Digitization brainstorming & CMI surveys
- Cross categories fertilization (FF/FL/CP)
- Naturals ambassador

Fine Fragrances division for the SAMEA region

Dubai Jan 2014 - Dec 2017

FF account manager & evaluator

- FF evaluation for South Africa, West Africa, Iran, Egypt, Bahrain
- Account manager for ME
- Digital advisory (App development)
- Customer training

MINISTRY OF CULTURE Art & education

Kingdom of Bahrain Jan 2012 - Oct 2013

Entrepreneur - 'A brush to your scent' founder / Perfumer / Fragrance speaker

- Perfume range development

B2B cosmetic industry

- Perfumery Heritage workshops including seminar at the National Museum of Bahrain

DESIGNER SHAIK Luxury perfumery industry

Kingdom of Bahrain Oct 2010 - Jan 2014

Cosmetics and Perfume Consultant

- R&D: Conception, formulation and launching new fragrances

SWISSDERMYL

- Processes: Manufacturing implementation and optimization

Marketing director - Marketing development, new products design, customer support

Switzerland Aug 2009 - Mar 2010