




ENTREPREUNARIAL EXPERIENCE

Nov 23rd, 2016 **Author – « Marque & Luxe » expliqué à mon boss**



Published by LES EDITIONS KAWA, "Marque & Luxe" is the alliance of a strategic book with a novel. As the love store of the most "chic" couple of all times, it opens our minds to the philosophical, psychological & spiritual approach of Luxury. The reading is active: you play, you discuss, you are the main character of "Marque & Luxe". We talk about Luxury brands without naming any... they are hidden for you to find. In the book is revealed the YUXA® (Yoga+Luxe) concept. "Marque & Luxe" was named the "bible of esoteric marketing" by Xavier Dordor, writer & head of CB News media in France.

Contributor at  **Journal du Luxe** - top blog about luxury news in France – themes: Luxury is surrealist, Luxury & streetart
Writer published & interviewed in several magazines such as Strategies, CB News, Adwise, A nous Paris etc.

Dec 2010/ Present **Founder of Epykomène**



Epykomène is the house of Luxury marketing & French know-how worldwide

Born & raised in Paris, Epykomène Agency is acting worldwide: Europe, Americas, Asia & Middle East

★ 3 core activities

Brand strategy, strategic planning & in-house trainings

★ Client expectations

Brand creation/ elevation/ rebirth/awareness, positioning upgrade, e-reputation, Luxury codes & authenticity, Millennial Luxury, Luxury & slow-digital the Art of written communication etc.

★ Industries

Watches & jewelry, hotels & services, couture & accessories, aeronautics, new technologies & atypical products

★ Our achievements:

More than 39 companies trusted us with their Brands
3500 persons trained by Audrey Kabla and/or Epykomène Agency

★ Among our clients

LERY GUCCI
PARIS

VAE LES 2 RIVES
de l'expérience au diplôme

Lilly Pulitzer



OLYMPUS

parnasse



BÉNÉTEAU

Dec 2016/ Present **Co-Managing Director – Club luxe - Adetem**



Adetem is the oldest marketing association in France. It was founded in 1954. Next event: April 27th of 2017

Theme: Aeronautics the new opportunity of Luxury – Guests : Founder of Bell & Ross, Europe Director of Ethiad, President of 3i3s

Feb 2011/ Present **Managing Director, Professor, Thesis tutor, Panelist & Jury – Luxury MBAs & Masters programs**

★ Roles

Founding director of the Luxury marketing & communication Master of **Sup de Pub Paris, INSEEC**
Head of the first Luxury & fashion students blog in France (since 2013) – luxe.supdepub.com

★ Classes

Brand emotional strategy, Luxury marketing strategies, Luxury e-reputation, Brand romance & storytelling, Entrepreneurship in Luxury Sectors: Watch-making industry, Luxury Hotels

★ Among the Universities & Business Schools that invited/hired Audrey Kabla (France, Europe, China, United States)



INSEEC



IONIS
EDUCATION GROUP



DAUPHINE
UNIVERSITÉ PARIS

UNIVERSITÉ PARIS 1
PANTHÉON SORBONNE

mba
ESG



LM
LIM COLLEGE



Berkeley
College



Brooklyn
College

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Audrey KABLA

Worldwide Luxury Brand management Expert



PREVIOUS WORK EXPERIENCE

2008/ 2010

International Brand Manager – Gc Watches (Guess Collection), Timex Group – France

- ★ Positioning Upgrade - Development of Luxury brand strategy: image & worldwide consistency
- Brand strategy implementation (presentation & challenges), International meetings organization (4/ year),
- Merchandising strategy (guidelines, training, boutiques & POS), Marketing tools & displays development
- Worldwide communication supervision, advertising procedures, distributor advisor, Guess Inc ? Coordinator

TIMEX GROUP



2008

International Marketing & Sales Manager – Tellus Watches, Hexagone - France

- ★ Development of the brand & sales strategy worldwide
- Product mix set up, organization of international shows (Baselworld, JCK), merchandising guidelines
- New market openings (Singapore, Hong Kong, UAE, US etc), clients relationship, logistic guidelines



2007

Head of Creation Department - Euphorie, Smart&Co - France

- ★ Creation department management & 2008/2009 Luxury gift boxes collection development
- Recruitment, training & management of a team (6 persons), product-mix & strategy planning
- Partnerships with Luxury companies (Ecole Ritz Escoffier, Costes, Hôtel de Sers, Lancôme etc)

Smart&co



2006

Marketing & Sales Senior Assistant - Hilton Chicago Sales Office - USA

- ★ Representing the Palmer House Hilton, Hilton Chicago, Conrad Chicago and Hilton O'Hare Airport hotels
- Event organization, marketing visual development, prospecting for future seminars in Chicago
- Assistant of the Director of Sales, US Specialist and the Sales Manager, Leisure Accounts
- Promotion of Hilton hotels on the French, Belgian & Swiss markets (Tour operators & Incentive agencies)



2006

International Coordinator - Visit USA Committee, US Board of Tourism - France

- ★ Informing the Tour Operators and Incentive Agencies about Tourism in Miami, Florida



2005

International Sales & Marketing Assistant - Hilton Sales Worldwide - France

- ★ Assistant of the Director of Sales, US Specialist and the Sales Manager, Leisure Accounts
- Promotion of Hilton hotels on the French, Belgian & Swiss markets (Tour operators & Incentive agencies)
- Organization of workshops (Top Résa, ILTM...)



Apr 03/ Sep 06

Marketing & Sales Assistant - France Plan - France

- Selling of advertisement space, mock-up conception, client loyalty process

Sept / March 2003

Strategic Marketing Assistant - Christian Dior Couture - France

- Quantitative market survey in Paris and its surroundings – 400 persons interviewed
- Theme: the consumption of Luxury products by young people between 18 to 25 years old.



EDUCATION

2006 / 2007

ESG PARIS – MBA of International Management & Marketing of Luxury – Top of class

Thesis: How to manage a successful development as French Luxury company representing the French Savoir-Faire on the American market?



2001 / 2005

ESG-CI PARIS – Master of International Business & Marketing – Congratulations of the jury

TOEIC (Test Of English for International Communication): 920/990 - Monmouth College IL, USA



ADDITIONAL SKILLS

French: native-speaker
English and Spanish: fluent
Hebrew and Arabic: notions

Computer & Online: digital strategy & social media, Wordpress, html/css/php, Photoshop, Mailchimp, Prezzi, Keynote, Office, CRM, etc.

PASSION

"I have the simplest tastes. I only like the Best." Oscar Wilde

Luxury Art Music Travels Worldwide Gastronomy & French cuisine Complicated products Innovative services People Ideas Royal History

Coming soon: *Writing more books & the beginning of a 3rd activity*
To know more and connect: <https://www.linkedin.com/pub/audrey-kabla/b/461/298>