

PROFILE CONSULTANT / TRAINER

Florence Guesnet

Consultant and Coach
Network partner of CONTUR GmbH

Year of Birth: 1964

Nationality: French



Key activities

- Executive Coaching
- Strategy Consulting
- Marketing Consulting
- Design and content definition of marketing functions
- Customer and market segmentation

Employment history

- Self-employed consultant and coach
- Director Consumer & Market Intelligence Internation Heineken NV, Amsterdam
- Vice President Consumer Insight and CRM Estee Lauder Companies, Paris
- Head of Business and Brand Development Melitta Holding, Minden
- Head of Innovation and Market Research Melitta Household, Minden
- Leadership positions at Procter & Gamble, Germany, UK, Switzerland
- Studies of Economics with focus labour and human relations with diploma, Wuppertal University

Certificates

- ICF certified Coach
- Member of program commission ESOMAR congress 2015
- Marketer of the year 2014, Cannes Lions

References

- Design and creation of international Consumer & Market Intelligence function at Heineken NV
- Consulting projects on brand portfolios of various Heineken operating units, e.g. USA, Mexico, Brasil, France, UK, Vietnam, Nigeria
- Design and implementation of strategy to address opportunities of global urbanisation: how to adapt marketing and sales strategies, tactics and resources to leverage structural changes in environment.
- Design of "Big data" strategy: ensuring data flows and analytics address real business issues and deliver actionable results
- Assortment concept for Estee Lauder at major perfumery chains

Level of hierarchy

- Top-Management
- Middle-Management
- Project Manager
- Junior High Potentials
- Shopfloor Employees

Working languages

- German
- English
- French

Experience

- Germany
- International: USA, Netherlands, France, UK, Ireland, Mexico, Nigeria, Vietnam, China