

Position: Senior Vice President, Sales & Marketing	
Division: La Mer / Jo Malone	
Department: Sales & Marketing	
Location: New York	
Recruiter: eljobsearch@estee.com	
Description	
<p>Responsible for the strategic development and execution of all retail sales related activities for North America to ensure that short and long term retail sales and shipment objectives are met. This includes the direction of all activities related to retail and partnered store locations, sales administration and education.</p> <ul style="list-style-type: none"> • Retail Sales Organization: Strategize sales objectives and Collaborate with Senior Management on the creation of a Five Year Plan. • Develop and implement annual retail sales goals by region to support fiscal objectives as well as long range goals including: • Retail Sales Plan by Door, Net Shipment by Account, Return Management/Control, Service Expectations & Events and Training Strategies. • Analyze the market place and make recommendations as necessary to ensure competitive advantage. • Work in collaboration with senior brand and corporate management to identify location opportunities for free standing retail stores. • Develop and manage budgets to include: • Selling Cost Expense Management and monitoring of monthly sales results and expenses against budget. • Manage the execution of sales plans. • Establish strong relationships with retail partners through regular strategy meetings with store senior executives as well as periodic meetings to address critical situations. • Meet with all corporate and brand sales support groups including Human Resources, Legal, and Retail Store Operations to ensure that brand needs are being met. • Conduct regular store visits to ensure quality standards are being met. • Conduct senior field management meetings to review strategic issues. • Develop special events strategy and analyze results for ROI. • Ensure the effective implementation of national marketing programs. • Ensure a high quality of human resources talent to meet short and long range objectives. • Set standards for the hiring, training and on going development of in-store personnel. • Analyze employee turnover to identify key problems and issues. • Ensure that compensation and benefits are competitive and are structured to support sales objectives. • Revise job position roles and responsibilities to support short and long term objectives. • Develop and implement strategic succession plans that include development plans for key individuals and recruiting strategies for key positions where necessary. • Oversee Sales Administration and Finance Activities: • Ensure that customer service objectives are being met including: Order fulfillment for partnered and retail locations. • Tracking and reporting of launch, collateral and supply orders. • Oversee the reporting of all Sales Administration measurements including retail sales, shipments, returns, demonstration, and operations expenses. • Oversee Retail Store Operations: Ensure that JDA operations system design and execution meet the needs of the business. • Collaborate with Retail Store Operations to direct renovations and new store openings. Ensure that all safety, environmental and operating issues are incorporated into building plans. Make 	

certain that mall management relationships are strategically maximized in terms of sales opportunity and cost.

- Make sure that operational policies are both functional and consistent with La Mer/Jo Malone culture.
- Development of all Marketing plans, retailer exclusives, strategies and programs to drive the North America La Mer/Jo Malone business.
- Oversee the timely execution of saleable, limited life products and collateral programs for all North America Launches.
- Ensure the North America Field team are informed regarding pricing, shipping, etc as well as ensuring any exclusive market program needs are met.
- Review competitive analysis for price reviews, new product trends, sub-category trends and mix of business.
- Coordinate with CRM to ensure all targeted CRM programs are integrated with the North America calendar ensuring execution in an efficient and timely manner.
- Develop the overall strategic direction for education and development.
- Partner with Global Marketing to establish specific education strategies in conjunction with marketing calendar and new product launches.
- Work with Global Communications department to ensure consistency between Education and PR worldwide.

Qualifications

- Position requires 15 years plus sales and management experience with a concentration in the beauty industry.
- B.A. Degree preferably in business or equivalent experience.
- Proven ability to lead, motivate and train staff.
- Excellent communication and negotiation skills.
- Strong analytical skills.
- Ability to strategize combined with strong problem solving skills.
- Ability to work in an entrepreneurial environment.

Email resumes to eljobsearch@estee.com please place job title in the subject line