

Kevin SEDBON

+ 65 9833 4936

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

S Sedbon Kevin

kevinsedbon@gmail.com

Based in Singapore, I have more than 7 years of experience in consulting, project management, product management, brand management, business development and strategy. I have always worked in multi-cultural environments in Asia and in Europe. I have started my career in strategy and brand management in order to better understand how to build, manage and grow a business. I moved on with a sales-oriented job to acquire some experience in the field, understand how to speak to clients, sell a product and close deals. I focused my experiences around digital with some experience as a product manager since digital is becoming key on all industries. I believe my transversal skills could be used in operational, strategic, product and project management, business development and general management roles.

EXPERIENCE

- July 22- Today **RICHEMONT, Luxury Retail Company – Singapore**
Regional Client Strategy Manager (Southeast Asia Oceania)
- Product Manager for the sales enablement “The View” app (launch expansion, features development, UX, roadmap, scrum...)
 - Business Development: in charge of building strategy and tools to recruit clients, increase conversion rate, expand the footprint
 - Responsible for the client experience strategy, omnichannel customer journeys, project management, CRM/PRM analyses
 - Identified and structured deals with partners to participate to the growth of the business
 - Successfully managed 2 people, implemented strategies considered best practice in the region, captured more than 5000 prospects in less than 6 months leading to new clients and additional sales, strong implementation of Salesforce in the team
- Nov 20- June 22 **MOET HENNESSY, Wines & Spirits Company – France & Singapore**
Private Client & Transversal Project Manager
- Business Development: in charge of developing the business in the countries, recruit new clients and build relationships
 - Achieved more than 1M€ sales in a year, recruited 10 new clients (KYC, customer onboarding, drive product adoption...)
 - Collaborated on strategic projects (pricing, business opportunities, training, international deployment, client experience)
 - Participated in global CRM missions, KPIs tracking, data analyses for MH on Salesforce (developing the CRM product tool)
- May 20- Sept 20 **MOET HENNESSY, Wines & Spirits Company – France**
Senior Brand Manager for Hennessy Rare Cognac Collection
- Responsible for the Product Development of some of the next Hennessy products to be launched in the future (specs, price...)
 - Helped rejuvenate & build the strategy of Hennessy Rare Cognacs (designed new point of sales client experiences notably)
- Nov 18- Nov 19 **MOET HENNESSY, Wines & Spirits Company – Czech Republic**
Brand Manager for Veuve Clicquot, Dom Pérignon, Ruinart, Hennessy, Estates & Wines
- Responsible for the A&P Budget (about 450 K€) allocation and expenditure of each Maison in the market
 - Prepared the Strategic 2019 Brand Plan for each Brand at the local level and responsible for all projects management
 - Managed the brands development (go-to-market, pricing, partnerships, on/off-trade projects, e-com, digital media, VIPs)
 - Achieved 10 on-trade & 2 off-trade activations, Prague Polo Cup sponsoring, PR & VIPs event for Hennessy Paradis Impérial
- Nov 17- Oct 18 **MOET HENNESSY DIAGEO, Wines & Spirits Company – Hong Kong**
Junior Brand Manager for Hennessy
- Assisted the Brand Managers to deliver and follow the strategic annual brand plan to achieve company and Maison objectives
 - Proposed and implemented marketing activation (CNY, Mixology program, VIP Luxury Experience, BTG/BTB listing and promotion, dish pairing, POSM/GWP, trainings, sales tools, digital media publishing)
 - Prepared and monitored A&P Budget plan and expenditure, set KPIs and evaluated results
 - Managed the activation and partnership with key outlets (Robuchon, Ritz...), designed 3 POSM, 5 on-trade client experiences
- 2016-2017 **ADVANCY, Consulting in Strategy Company – Paris, France**
Junior Consultant
- Created models to assess future growth and profitability potential of players in the luxury fragrances and cosmetics industry (established key market drivers, forecasted market growth & profitability, etc.)
 - Played an active role in the vendor due diligence of a worldwide industrial player specialized in minerals
 - Made statistical and comparative data analyses for various retail and industry projects (pricing, growth, competitive landscape)

EDUCATION

- 2011-2016 **ESSEC BUSINESS SCHOOL – Paris, France/Singapore (Ranked #3 FT Best Masters in Management 2016)**
2013-2016: Master of Science in Management (Grande Ecole). #3 Best Masters in Management 2016 (Financial Times)
2014-2016: Consulting in Strategy, Finance major specializations / Member of the LVMH Chair
2013: Core Track Program – Singapore
2012: Bachelor of Science in Economics and Management - Member of the Dean's List (best 10% students of the year)
- 2015 **TUCK SCHOOL OF BUSINESS – Hanover, NH, USA**
Exchange period in the MBA program
- 2009-2011 **IPESUP Preparatory class for entrances to “Grandes Ecoles” (Masters Program) – Paris, France**
2 years intensive preparation courses to prepare for exams to enter in the top French Business School

LANGUAGES AND OTHER COMPETENCIES

French : ●●●●●

English : ●●●●○

Spanish : ●●●○○

MS Office : ●●●●○

Strategy – Project Management – Business Dev. – Product Management – Sales – Data Analyses – CRM – Problem-Solving – P&L

ADDITIONAL INFORMATION

- Won the 2nd Prize in a case competition at the Council on Business & Society event (case written and prepared by McKinsey & Tuck faculty members)
- Collaborated on a Louis Vuitton project aimed at improving CRM, retention rate and VIP experience
- Arts, sports & travel enthusiast: contemporary arts, tennis, swimming, capoeira (4 years) - traveled in more than 40 countries (specific focus on Asia)
- ESSEC Associations: ESSEC Japon (in charge of the « Journées du Japon » event), Elyxir (wine association); WSET 2, WSET 3, both passed with Merit