



MARIE-HELENE PREVOT

Tribe22, Director

Consultancy retail and solutions for Premium and Luxury corporates, organisations or brands, focusing on Greater China and South East Asia.

PROFILE SUMMARY

25 year+ experience in successful international business development, management and consultancy solutions for luxury brands and organisations. 15 years focus on Asia challenges and opportunity, based in Hong Kong.

- Highly experienced in all transversal **high-end and luxury sectors:** Retail, hospitality and entertainment industries, cosmetics/perfumery, fashion, jewellery, gastronomy, wine & spirit
- With track record in re-structuring organization and implementing new working models for 'change process' agenda as well as fostering new business models or concepts in order to increase revenue and improve internal capability to gain share and profits. A rich alternate of roles from top management role with operational and PNL responsibility to solid business development capabilities in agency and consultancy environment. Perfectly at ease in an multi-cultural environment, worked specifically for USA Market and Asian Countries.

CAREER HISTORY AND ACCOMPLISHMENTS

- April 2017/today: **Director, Tribe22 Ltd, Retail consultancy and Solutions**
- Accompany retail organizations to rethink/energize their existing consumers proposition, explore and design new forms of retail offer. Support brands in their development within Chinese Asia. Develop innovative consumers journeys to create bespoke services and Vips experiences, and ultimately quality traffic and loyalty
- Oct 2008/March 2017: **Associate Director and Partner**, Gouten Consulting Limited (Retail and Branding Consultancy for Luxury/high end industries)
- Sept 2003/Dec 2008: **Managing Director Remy Cointreau Asia**, Rémy Cointreau (International Premium Spirits Company)
- 1999/Sept 2003: **International Director, Cognac Brandy Division**, Remy Martin
- 1997/1999: **International Marketing Director**, Remy Martin
- 1988/1997: International Director (fashion, perfume/cosmetics division), Desgrippes Cato Gobe Group (International branding agency)

EXTRA CURRICULUM ENGAGEMENT FOR BUSINESS ORGANISATION AND LOCAL COMMUNITY

Personal involvement in community actions and French /Business associations in Hong Kong.

- **CCE (Commercial Trade Advisor)** since 2008 in Hong Kong Chapter: **Vice president**
- **Board member of the French Chamber Foundation** – FCF since creation in 2015
- **Co-founder of the Professional Networking group: “LLL, Ladies of Luxury and Lifestyle”**, since creation in 2010
- French Chamber in Hong Kong, Councillor since 2008/ president of Women on Board committee.