

# High-end Ready-to-Wear & Accessories Company for Men's & Women's

(over 300 million euros in annual turnover worldwide)

is seeking a

## Global Head of Marketing & Communication (Chief Marketing Officer)

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**Status:** Reporting to the Group President, the Candidate is a member of the Group's core management team. Reporting into this position are approximately 20 staff.

**Mission:** Developing the Marketing/Communication function at Group level is critical for the future growth of the company, renowned for its' Design, Manufacturing and Distribution. A top Marketing/Communication talent is thus essential to build brand image in an innovative way, via differentiation and story-telling.

Responsible for defining and implementing the global marketing strategy for the brand in order to build the brand image, the incumbent will use all levers of the Marketing/Communication function to reach this goal, and will manage 6 departments:

- Marketing/Communication (print, digital, product, and corporate)
- Visual Merchandising
- Press/Public Relations/Special Events
- Media Planning/Buying
- Art Direction/Image
- Architecture/Store design

### Candidate Profile

- Education** : Higher education, University or Management College (MBA or equivalent)
- Experience** : Qualified Candidates will possess strong Chinese roots (mother tongue Mandarin), speak fluent English, demonstrate strong leadership skills and have gained an expert knowledge of the Chinese market and business practices. **It is of key importance that the Candidate will have already lived in Europe and worked in a senior level marketing/communication position, ideally in the Fashion and Luxury sector or alternatively at HQ level in China**, possibly even within advertising agencies if they have worked for successful brands in Greater China with a major retail footprint. With 10-15 years Marketing/Communication experience in senior positions (SVP or CMO level), gained in high-end fashion brand (premium or luxury) headquarters, the Candidate will be innovative in building and differentiating the brand image, thanks to his/her high level of expertise in Fashion branding and communication strategy. The Candidate will possess an in-depth knowledge of all components of the Marketing/Communication functions (print, digital, product, and corporate), Visual Merchandising, Public Relations, Press, Edition, Events Management and Media Planning/Buying. His/her creative and innovative talent, which will allow him/her to impulse a new approach and develop a story telling that will speak to the customer while promoting the company's values notably in sustainability, will be based on a strong artistic sense and a high aesthetic sensitivity. A hands-on profile with a strategic mind, they will combine vision and pragmatism.
- Place of work** : Greater China

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Please send your **application in English** (quoting reference 1241) to [cv@sterling-conseil.com](mailto:cv@sterling-conseil.com)