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Dubai

## EXPERIENCE

12 years of experience in the Middle East

### REGIONAL BRAND & BUSINESS DEVELOPMENT

#### MANAGER Pierre Frey | 2021 – Present

Leading growth initiatives in luxury interiors projects (stars hotels, VIP residences) while managing VIP clients across the GCC countries.

### REGIONAL BRAND ACTIVATION MARKETING

#### MANAGER Virgin Megastore MENA | 2017 – 2020

Created, drove and delivered brand, trade marketing & multi- brand activations strategies. Virgin Star (employee of the year)

### TRADE MARKETING & ACTIVATION EXECUTIVE

#### Nestlé UAE | 2014 – 2017

Developed the Alternative Trade Channels, driving revenue growth, optimizing brand image & visibility.

## EDUCATION

### CERTIFICATION (Elvtr)

Marketing & sponsorship in Motorsports

### MASTER'S DEGREE - International Marketing

Burgundy School of Business, France

### BACCALAUREAT - Economy

International School of Jakarta, Indonesia

## WHY ME?

- ✓ Innovative and creative thinker, driven by curiosity, trend analysis and research to design ideas that build meaningful connections with audience and consumers
- ✓ Strategic and structured with proven cross-functional and project management skills
- ✓ Multicultural profile (Switzerland, Egypt, Gabon, Indonesia, Senegal, France, Sweden, the UAE) with strong regional insight and experience across the Middle East
- ✓ **Relationship builder** able to engage and influence partners and stakeholders
- ✓ Translate brand vision into concrete activations that drive market growth and visibility

## INTERESTS



MMA  
Rugby  
Motocross



Art & Crafts  
Art Study (2007)  
Sport photography



Globetrotter

## MANAGER BRAND PARTNERING

## SKILLS & EXPERTISE

### STRATEGIC PARTNERSHIPS & MARKET DEVELOPMENT

- > Identified and build high-value partnerships across sport, culture and retail ecosystems
- > Developed and propose expansion strategies aligned with brand and commercial objectives
- > Acted as a strategic bridge between global vision and local market opportunities

**Achievement:** At Pierre Frey, I led the identification and proposal of new furniture distribution partners across the Middle East, designing both B2B and B2C expansion strategies adapted to the UAE and KSA markets.

### BRAND ACTIVATIONS & ENGAGEMENT

- > Delivered innovative in-store and multi-channel activations and experiences, driving loyalty and emotional engagement.
- > Understood customer needs to develop customer-driven marketing strategies that reinforce audience's connection
- > Built strategic partnerships and cultural collaborations to increase brand awareness and desirability

**Achievement:** Created 'Outloud', an innovative brand activation at Virgin Megastore, merging live events, retail engagement, PR exposure and fan experiences to drive brand interaction.

### CROSS-FUNCTIONAL PROJECT MANAGEMENT

- > Led cross-functional projects from concept to delivery, ensuring stakeholder alignment across functions
- > Structured and monitored workflows to improve operational speed and execution accuracy
- > Oversaw project scope, budget, and timelines in complex, fast-paced environments

**Achievement:** Managed the full opening of the Virgin Megastore's flagship store at The Dubai Mall, handling concepts development, execution, team coordination, operations and external partners.

### RETAIL & ACTIVATION EXECUTION

- > Developed 360° marketing plans integrating retail, digital and PR to maximize brand visibility and partner impact across markets
- > Ensured consistent brand presence and product visibility through localized execution and multi-country coordination
- > Coordinated creative, retail and partner teams to ensure strong, consistent activation execution across markets

**Achievement:** At Nestlé UAE, I developed alternative trade channels and partnerships for Dolce Gusto, expanding brand presence in key retail and lifestyle spaces and driving +21% YoY sales growth.

### CULTURE MARKETING & BRAND POSITIONING

- > Built and strengthened brand relevance within local culture and communities
- > Collaborated with artists, influencers and purpose-driven partners to elevate brand desirability
- > Connected brand initiatives to meaningful social and cultural causes to strengthen brand reputation and consumer engagement

**Achievement:** Partnered with local artists and non-profit organizations at Virgin Megastore to develop unique brand identity and creative campaigns, reinforcing Virgin's positioning as a lifestyle and culture-driven brand (ex: Myne&Yours, UNHCR product collaboration, Make-A-Wish holiday campaigns)