

LOUISE PANNETIER

Sales Operation & Marketing Manager - MEIA

+971509857890 @louisepannetier6@gmail.com Dubai, U.A.E



EXPERIENCE

Sales Operation & Marketing Manager - MEIA 2024 - Present
Dubai, UAE
[Ulysse Nardin](#)

- Scope: UAE, KSA, Qatar, Bahrain, Lebanon, India, South Africa, Congo
- Oversaw 17 POS incl. 2 standalone boutiques in 8 markets
 - Led VIC & High Watchmaking campaigns with key retailers
 - Implemented local brand activations and regional marketing strategies
 - Built strong relationships with retailers, HNW clients, and brand managers

Financial Marketing Specialist - Investment Products 2023 - 2024
Monte-Carlo, Monaco
[Indosuez Wealth management](#)

- Support RMs and Traders on cross-sell and upsell of financial solutions
- Promote digital asset management services to UHNW clients
- Organise digital events with a focus on macro-finance
- Implemented digital prospecting tools and segmentation strategy

Innovation & Digital Transformation Officer 2021 - 2023
Geneva, Switzerland
[Indosuez Wealth Management](#)

- Design and deploy a new investment platform strategy
- Trained front-office teams across 3 regions, accelerating tech adoption and client engagement - (Switzerland/Singapore/Hong-Kong)
- Improved decision-making tools by implementing competitive intelligence benchmarks

E-Business Officer - Givenchy 01/2021 - 06/2021
Paris, France
[LVMH](#)

- Manage product listings (SEO) across 22 e-retailers
- Coordinate digital content and tools with external agencies
- Implement traffic-driving strategies to boost e-store sales
- Market G E-retailers data analysis, monthly reporting

Luxury Account Director Assistant - KERING 01/2019 - 06/2019
Paris, France
[Publicis Groupe](#)

- Media strategy consulting for KERING
- Analysis of the advertising market and investments for all campaigns
- Coordination of media campaigns
- Commercial relations with agencies
 - (Condé Nast, Google, JCDecaux, Facebook)

Digital Project Assistant 2018
Sydney, Australia
[Polkadot communications](#)

EDUCATION

Financial Markets 2023
Geneva, Switzerland
[Geneva University](#)

- Financial management & Asset classes,
- Financial markets & Macroeconomic analysis
- Portfolio management, Innovative approaches in finance

MBA Digital Marketing & Business 2022
Europe
[HUB Institute \(1st think tank in Europe\)](#)

- Grade: Manager of Digital Transformation - RNCP36119
- Innovation & Digital transformation, Agile project management, Web analytics, E-Business strategy

Bachelor in International Marketing 2020
Paris
[EFAP](#)

- International marketing strategy, specialty: Digital

SUMMARY

Proven expertise in managing UHNWI clients, with a strong focus on strategic project management and delivering high - impact experiences across international markets.

LANGUAGES

English Proficient ◆◆◆◆◆
French Native ◆◆◆◆◆

SKILLS

Business Development
Multi-cultural Team Management
Sales Management
Marketing
Business Strategy
Adaptability

STRENGTHS

International Exposure & Multicultural Agility

Professional experience across France, Monaco, Switzerland, Australia, India, Africa and the UAE, working with global teams and clients.

Luxury & UHNWI Client Experience

Strong track record in managing operations, marketing, and client relations in the luxury sector. Deep understanding of UHNWI client expectations.

Strategic Project Management

Proven ability to lead digital and commercial projects with a focus on execution and results, in both retail and finance.

CERTIFICATION

AMF Certification 2024
Financial Markets Authority

ASSOCIATIVE

Member - Mentorship 2024 - Present
Dubai Business Women Council