



Jeanne Christensen

EXPERT IN INTERNATIONAL BUSINESS DEVELOPMENT,
360° MARKETING STRATEGIES AND NPD PROCESSES

BOARD PROFICIENCIES

GLOBAL BUSINESS DEVELOPMENT

- Business opportunity assessment off- and on-line
- Implementation of market entry strategies, multi-channel

INTERNATIONAL MARKETING EXPERTISE

- Transforming trends into strategic business opportunities
- Brand and innovation creation processes

INTERNATIONAL CONSUMER MARKET KNOWLEDGE

- 4 continents consumer behavior connoisseur
- 360° sales activation plans

PERSONAL SKILLS

- Multi-cultural mindset
- Engaging and challenging team spirit


PROFIL :

Danish national with more than 28 years of experience abroad building profitable international business for large corporations and middle-sized family companies.

Global network within BtoC and across on- and off-line distribution channels.

Strong branding and marketing skills from product creation to omni-channel sales activities.

CONTACT :

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EDUCATION

2021: Finance for executive, HEC-Paris

2015: International Directors Program-Certified, INSEAD (board training program)

2013: Business Development à l'International, HEC

1994: Geprüfter Pharmareferent, (Medical Adviser)

1989-92: Diplôme de l'Ecole Européenne des Affaires EAP (ESCP)

1987-89: Akademieøkonom, Niels Brock International Business School (Copenhagen)

LANGUAGES

Native: Danish

Fluent: English, German and French

Good: Italian

BOARD POSITIONS

2022 - Member of the RAZ Skin Care board
Member of BrandFix board

2021- Member of RAMPAL LATOUR Strategic Orientation Comitee
(producer of solid cosmetics)

2021- Member of AIMEE DE MARS advisory board (fragrance start-up)

2007-20 Member of LEA NATURE cosmetic board (organic cosmetics)

PROFESSIONAL EXPERIENCE

2007-21 **Groupe LEA NATURE, La Rochelle**, French market leader in natural & organic products (€ 400 mio.) www.leanature.com

- International Marketing Director (cosmetic) (2020-21)
- International Development Director (cosmetic, food & health supplements) (2012-20)
- Marketing Director Cosmetics (2007-12)

2003-06 **Oriflame Management SA, Brussels**, Direct sales cosmetic company (€ 765 mio.) www.oriflame.com

- Global Product Marketing Manager

1999-2003 **Coty Beauty (Coty INC), Paris**, Global fragrances & colour cosmetic company (€ 2.1 bn) www.coty.com

- Various positions from International Brand Manager to International Marketing Director

EARLY CAREER

Began career in 1992 in Germany as a product manager for 2 years within a pharmaceutical company followed by 4 years with Schwarzkopf Professional as an international product manager.