



# Jeanne Christensen

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

## PROFIL :

Danish national with more than 30 years of experience abroad building profitable international brands and businesses 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 activation.

## CONTACT :

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## EDUCATION

**2021:** Finance for executives HEC-Paris

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

**2013:** Business Development à l'International, HEC-Paris

**1994:** Geprüfter Pharmareferent (Medical Adviser)

**1989-92:** Diplôme de l'Ecole Européenne des Affaires EAP Paris/Oxford/Berlin (ESCP)

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

## LANGUAGES

**Native:** Danish

**Fluent:** English, German and French

**Good:** Italian

## 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

## BOARD POSITIONS

**2023 -** Member of Biokoume advisory board (natural active ingredients)

**2022 -** Chair of the RAZ Skincare board (Natural skin care products)  
Member of BrandFix board (Branded private label cosmetics)

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

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](http://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](http://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](http://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.