

Valérie LOVISA

Profile – Marketing, Digital, Sustainability
Givaudan former employee - FF SAMEA marketing manager



PERSONAL DATA

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Nationality: French
Year of Birth: 1983
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References: Guillaume Ianitelli (+971 50 552 9031) Khalil Antoine (+971 50 458 8510)



PROFESSIONAL QUALIFICATIONS

- **Doctorate in Pharmacy, 2001/2007** – Thesis in 2009, Strasbourg University, France
Thesis: Implementation of a cosmetic business unit in a consulting company
Specialization: Industrial Pharmaceutical Engineering
- **Master of Business & Management, 2008**, Facolta di Economia, Padova, Italy
Economy, Marketing and product management
- **European Fragrance and Cosmetic Master, 2007**, ISIPCA*, Versailles, France
*ISIPCA : Institut Supérieur International du Parfum, de la Cosmétique et de l'Aromatique Alimentaire
Scientific study of Fragrances and Cosmetics products

PROFESSIONAL CERTIFICATIONS

- **Sustainability Leadership, 2020**, University of Cambridge, Getsmarter
- **Digital Marketing, 2020**, Columbia Business School, Emeritus
- **Certificate of NLP Practitioner, 2018**, American Board of NLP/ICF
- **Ignite your everyday creativity, 2017**, The State University of New York, Coursera
- **Psychology at work, 2016**, University of Western Australia, Coursera

PROFESSIONAL WORK EXPERIENCE

ABTYS 	Consultancy in Fragrance & Cosmetics Founder & creative director - B2B services in sustainability, digital marketing, fragrance creation, portfolio management - B2C fragrance workshops http://abtys.com	Switzerland Current
GIVAUDAN 	Fine Fragrances division for the SAMEA region FF marketing manager & evaluator - Marketing management and budget - Event organization (Beautyworld) - Perfumery workshop spokesperson - Digital customer support: Collaboration with digital agencies on App & media development - Facilitator: Digitization brainstorming & CMI surveys - Cross categories fertilization (FF/FL/CP) - Naturals ambassador	Dubai Jan 2018 – Apr 2019
	Fine Fragrances division for the SAMEA region FF account manager & evaluator - FF evaluation for South Africa, West Africa, Iran, Egypt, Bahrain - Account manager for ME - Digital advisory (App development) - Customer training	Dubai Jan 2014 – Dec 2017
MINISTRY OF CULTURE	Art & education Entrepreneur - 'A brush to your scent' founder / Perfumer / Fragrance speaker - Perfume range development - Perfumery Heritage workshops including seminar at the National Museum of Bahrain	Kingdom of Bahrain Jan 2012 – Oct 2013
DESIGNER SHAIK	Luxury perfumery industry Cosmetics and Perfume Consultant - R&D: Conception, formulation and launching new fragrances - Processes: Manufacturing implementation and optimization	Kingdom of Bahrain Oct 2010 – Jan 2014
SWISSDERMYL	B2B cosmetic industry Marketing director - Marketing development, new products design, customer support	Switzerland Aug 2009 - Mar 2010