

CLAUDIA ALVAREZ KUTZEER

PROFILE

I am a highly experienced trilingual Executive with demonstrated strategic planning ability to establish new businesses and identify opportunities, which lead successful to the bottom line growth. I have worked in fast paced business environment across different global markets. As a consultant I successfully introduced European Cosmetic and Fashion brands in the USA, which requires strategic sound business insight, creativity and talent to identify opportunities and risks in order to successfully gain local results. As an entrepreneur I opened the first MANGO franchise shop (Spanish fashion retailer) in 1996 followed by 4 more in Germany with total annual revenue of aprox. € 30 million and an average sales growth rate of 28%.

Core competencies:

- ✓ Sharp strategic and analytical business thinking
- ✓ Ability to lead and coordinate multidisciplinary and cross cultural teams
- ✓ Long experience in leadership, project management, general management
- ✓ Retail management and operations
- ✓ Business development skills in different industries
- ✓ Project management with P&L responsibility

EXPERIENCE

LECTURER AT ISTITUTO MARANGONI,

Sept. 2013 - current

International Marketing, Operational Finance & Retail Management for Undergraduate and Masters program at London campus

INTERNATIONAL STRATEGIC RETAIL CONSULTING & BUSINESS DEVELOPMENT,

Dec. 2012 - current

self employed, London

International Business development and strategy consulting for brands in fashion and cosmetic sector services include:

- ✓ Strategic planning , Brand management
- ✓ International business development
- ✓ Marketing analysis
- ✓ Distribution strategies
- ✓ Cash flow management

Current projects:

- ✓ Developing brand and business strategy for US market entry for bespoke Haute Couture brand
- ✓ International Business development for e commerce media agency, Machinas, Spain (existing clients i.e. HUGO BOSS, ESPRIT worldwide online shop, I am in current negotiations with ESCADA)
- ✓ Developing Business Plan and funding strategy for a high end Clothing Line line to be launched in 2015

SENIOR PROJECT MANAGER, STRATEGIC CONSULTING, SGN Group, New York

Nov 2011 - Oct 2012

Lead projects for European brands, planning and executing their market entry strategy in the US market

Strategic, operational and financial consulting implied:

- ✓ Development of market and channel strategy for RITUALS body & bath (SINGULADERM Cosmetics, ESDOR cosmetics, LIPSY, LOTUSSE, JOULES, MANGO)
- ✓ Development of brand and marketing strategy (Melody maker a fashion start up funded by the owner of Air Europa)
- ✓ Strategic commercial due diligence (identify sales growth opportunities by leveraging the brand MANGO)
- ✓ Development of franchise models (ADOLFO DOMINGUEZ),
- ✓ Financial forecasting and projection with P&L responsibility
- ✓ Negotiations with different channels, like leading pharmacy chains (CVS, Duane Read, Walgreens), department stores (Bloomingdales, Barneys, Neiman Marcus, Saks, Lord & Taylor etc.), independent and online retailers (Amazon.com, QVC, USA)
- ✓ Project portfolio: haute couture, ready to wear women/men, kids, outdoor/ski, lingerie, affordable luxury body & bath, cosmetics (luxury & pharmacy), footwear

Achievements:

Successful market entry for some International Brands amongst others:

- ✓ **RITUALS, Netherland** (body&bath) at Barneys (18 locations nationwide) 2 stand alone stores (NYC)
- ✓ **SINGULADERM, Spain** (skincare) at CVS New York (first roll out 18 stores NYC)
- ✓ **MANGO, Spain** (Fashion) at JC Penny (roll out of approx. 600 shop in shop under MNG brand name)
- ✓ **JOULES, UK** (Fashion) at Neiman Marcus, (Washington DC, USA)
- ✓ **LIPSY, UK** (Fashion) at Amazon.com, USA, Bloomingdales
- ✓ **HOSS, Spain** (Fashion) at Bloomingdales (Miami, Washington DC, Los Angeles, New York)
- ✓ **ADOLFO DOMINGUEZ** (Fashion) at Bloomingdales (Miami)
- ✓ **AMPARO CHORDA, Spain** (evening wear haute couture) at Saks (5th Avenue & private Atelier)

ENTREPRENEURIAL VENTURES

CEO & FOUNDER, *Alvarez Vermögensverwaltungs GmbH, Oldenburg, Germany, Barcelona, Spain* **2006 – 2011**

Strategy consulting & investment management: evaluation of investment opportunities across diversified industries:

- ✓ Successfully placed equity investments in media projects: launching 2 documentaries globally broadcasted amongst others on Discovery Channel US, ZDF Germany
- ✓ Project evaluation in renewable energy projects: cash flow analysis and risk projection for Wind farm & Biomass plant developer

CEO & FOUNDER, *Prenda Textil Vertriebs GmbH, Oldenburg, Germany*

1996 – 2006

Prenda Textil Vertriebs GmbH introduced and operated **MANGO** (global Spanish fashion retailer) through franchise shops in Germany. Working closely with Mango headquarters on this strategic partnership to maintain brand & process coherence.

Responsibility for **business development, project valuation & financing, growth strategy, location identification & negotiations for commercial leasing, retail operations, HR**

Key achievements & facts:

- ✓ Opening first **MANGO** franchise shop in Germany (Oldenburg, 1995): 2500 sq.f (230 sq.m.)
- ✓ Opened 4 more MANGO shops in prime high-street locations in main German cities (Hannover, Bremen, Hamburg, Munich):
- ✓ + 26.900 sq.f (+2,500 sq.m.)
- ✓ 120 employees from over 10 nationalities
- ✓ Annual sales growth averaged 28%, Total sales 2004 approx. Euro 30 mio
- ✓ Restructuring of business in 2004 lead to successful exit in 2005

GENERAL MANAGER, CO FOUNDER & Shareholder, *EPM & Mdp GmbH; Oldenburg, Germany*

1993 – 2005

During university, founded start-up for project development & financing of renewable energy ventures (mainly wind energy). Developed and planned projects in Germany, Spain, Italy & Eastern Europe (Poland, Latvia).

General manager at EPM GmbH, Board member Mdp GmbH included responsibilities for project forecasting & valuation, financing, policy and regulatory assessment, national and international project development and coordination of partnerships and Joint Ventures.

Some key achievements:

- Start-up grew from seed capital €50,000 to €370 Million Annual Revenues.
- 50% equity sold to publicly traded company in 2001. Shares repurchased in 2004.
- Strategy planning & execution of market entry in Spain 1994
- Joint venture with a Danish leading wind turbine producer and a local manufacturer and EPM GmbH to build wind farms in the Spanish market, 822 MW planned and constructed (1994 – 2002)

Stepped down from all the functions and sold shares in 2006.

EDUCATION

IESE BUSINESS SCHOOL, UNIVERSITY OF NAVARRA

2006 – 2008

Barcelona, Madrid, Palo Alto, Shanghai, New York — Global Executive MBA

UNIVERSITÄT OLDENBURG

1989 – 1995

Oldenburg, Germany — *Master in Economics & Business Administration*

HAAS BUSINESS SCHOOL, UC Berkeley

October 2010

Berkeley, USA — *Operational Finance*

EUROMONEY FINANCIAL TRAINING

October 2011

New York, USA — Renewable energy project finance

MANCHESTER METROPOLITAN UNIVERSITY

current

*London, UK – Master of Arts in Academic Practice
Postgraduate Certificate in Academic Practice (PGCAP)*

LANGUAGES

German & Spanish — *NATIVE SPEAKER*

English — *EXCELLENT*

French — *CONVERSATIONAL*

REFERRALS

Isak Andic, President at MANGO

Manuel Teruel, CEO at Taim Weser, President at Spanish High Council of Chambers of Commerce