



Elisabeth LEUBA

Date and place of birth: May 30.1969 in Strasbourg, France
Swiss and French nationalities
Married and mother of two daughters of 22 and 17 years old

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EXPERTISES

- ▶ Marketing, communication and sales of luxury products
- ▶ Project coordination and planning
- ▶ Public relations, event organization

LANGUAGES

- ▶ **French:**
Mother tongue
- ▶ **English:**
Advanced (C1)
- ▶ **German:**
intermediate (B1)
- ▶ **Japanese:**
intermediate (B1)

VOLUNTEERING

- ▶ Vice-president of the organizing committee of the Ladies' Lunch Lausanne since 2012
- ▶ Member of Rotary International at the Rotary Club Portes de Lavaux (Presidency 2015-16)

With a global vision and a keen sense of aesthetics and detail, I leave nothing to chance in the organization and coordination of projects.

Dynamic, pleasant and open-minded, I like to work in a team and bring out the best in everyone.

My years of experience in the world of luxury, my excellent presentation and my interpersonal skills allow me to be a perfect ambassador to represent a brand or a company.

PROFESSIONAL EXPERIENCES

January 2008 UNTIL NOW: Founder and consultant

ELIOS Consulting - 1009 Pully, Switzerland www.elios-consulting.ch

- Management and coaching in product development, marketing strategies and communication in the luxury industry.
- Teaching for adults: marketing, sales and services in the luxury industry.

September 2009 to July 2013: Training Director and teacher

SAWI (Swiss Center for Marketing, Advertising and Communication) Lausanne, Switzerland

- Creation and management of the "Luxury Marketing Specialist" training.
- Research and management of 14 speakers specialized in their fields for the needs of the training and teaching for 30% of the 160 hours taught.
- Responsible for the continuous assessment and the evaluation of the final exams within a group of experts.

January 2000 to December 2007: Product Manager

BLANCPAIN SA - 1094 Paudex, Switzerland

- Follow-up and planning of product developments according to Swatch Group standards, market analysis and needs identification.
- Proposals of creations/transformations/feasibility studies of new products. Calls for tenders from suppliers, follow-up of prototypes and zero series production.
- Management of the R&D budget, calculation of the cost and sales prices.

CONFERENCES

- ▶ 2012 Swiss Marketing Club Lausanne: Experiential marketing
- ▶ 2012 Noede (Science and Technology Park of Neuchâtel): The strategic positioning of luxury products on the Swiss market
- ▶ 2011 Promove (Promotion économique de la Riviera): Luxury products on the Web 2.0

HOBBIES

- ▶ Golf
- ▶ Ski touring
- ▶ Yoga
- ▶ Regular piano playing
- ▶ Interest in modern art, design, classical music

January 1997 to December 1999: Jewelry product manager

AUDEMARS PIGUET SA - Le Brassus, Switzerland

In charge of setting up the internal and external organization of the new "jewelry" activity for the company and its subsidiaries. (Management, procedures, budget, planning, marketing, branding)

January 1996 to December 1996: Public Relations Manager

JAEGER-LECOULTRE SA - Le Sentier, Switzerland

In charge of public relations for the parent company and in collaboration with the international subsidiaries. Creation of press kits and organization of special events for the specialized press.

January 1994 to December 1995: Administrative Sales Manager for Asia.

OR EST GROUP - Erstein, France (Wedding ring maker and first subcontractor of Cartier (Trinity model) and Piaget (Possession model))

Administrative follow-up of the sales and production for all the Asian sector. Complete management of the Japanese customer portfolio (in Japanese language).

January 1991 to September 1994: Sales and Marketing Assistant

MICHIGAMI SHOJI CO. LTD, Tokyo, Japan

- Participated in purchasing of new jewelry collections, branding and marketing.
- Responsible for administrative procedures of import-export and inventory management.
- Sales assistant to wholesalers and retailers, salesperson to the general public at exhibitions.

EDUCATION & QUALIFICATIONS

SWISS BOARD SCHOOL , Lausanne (June 2021)

Continuing education

Effective management of the board secretariat

FEDERAL CERTIFICATE OF ADULT EDUCATION (N1) (June 2010)

CONTINUING EDUCATION

Espaces Compétences SA, Cully

INSTITUT SUPERIEUR DE GESTION, Paris (June 1992)

Section multinationale Paris, New York , Tokyo

Business administration, Marketing & Finance

Préparation HEC (Hautes Ecoles Commerciales) (June 1987- July 1989)

Lycée Kleber, Strasbourg, France

High School degree: Baccalauréat A1

(mathematics, philosophy and languages) (June 1987)

Lycée Kleber, Strasbourg, France