



MONACO  
SYMPOSIUM ON  
LUXURY

“THE ART OF CREATING EMOTIONS  
IN A FAST-MOVING & GLOBAL WORLD”

SPEAKERS' BIOGRAPHIES

12 & 13 April 2018

MERIDIEN BEACH PLAZA MONACO



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**LUCIANO AGLIONI**  
ACCOUNT DIRECTOR,  
THE SUPERYACHT GROUP

Luciano is an experienced media and marketing consultant within the Superyacht and Luxury sector (print, web, Intelligence, events and social media).

With a strong commercial and communication background, having a degree in visual communication and graduating from the European Institute of Design, Milan, in illustration and design, Luciano entered the Superyacht Industry 14 years ago as Sales Executive at "Yachting pages", winning the Queen Award for Industry.

Former Commercial Director at Foresti & Suardi, he is currently Account Director at the Superyacht Group (since 2009).

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**MANUEL BIANCHI**  
SENIOR DIRECTOR OF BUSINESS  
DEVELOPMENT, WEALTH-X

Manuel Bianchi is the Senior Director of Business Development at Wealth-X and has built the client base in Continental Europe since the foundation of Wealth-X in 2010. Manuel leads the EMEA Commercial Team for all Sales & Account Management activities with all 4 sectors with whom Wealth-X engages and has brought over 100 companies on board over the past 6 years. Prior to joining Wealth-X, Manuel completed a Master's degree in Hospitality Management in Central Switzerland. He also speaks 4 languages fluently and has served in the Swiss Army as a Sergeant.

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**MICHEL CAMPAN PAOLETTI**  
CHAIRMAN, MCGARRY  
BOWEN LUXURY

Super-connected, seemingly always on a layover between two airplanes, usually between Paris and China, Michel Campan Paoletti is a top pioneer of digital in the luxury industry. In 2000, he created the Internet department at Hermès and launched the first e-commerce website for luxury brand that he directed for six years. In 2006, he became Director of Interactive Marketing at Lancôme, where he launched the first ecommerce of a luxury brand in China, before becoming Senior VP of Client Marketing at Dior Couture in 2008. During his career, he developed a strong expertise on Asian markets and specific digital activations for Chinese clients. This led him to lecture on the subject at the prestigious French Fashion Institute graduate school in Paris and University of Fudan (Shanghai), since 2012. Based on his wealth of experience he founded his own consulting and creative agency in 2010. Dedicated to digital communication, the agency became multinational, with offices in Paris, New York, Hong-Kong and Shanghai, serving the development of luxury Maisons. Two years ago, it successfully joined Dentsu to reinforce the strategic expertise of the group at a global level.

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**ANTONIO CARRIERO**  
CHIEF DIGITAL AND TECHNOLOGY  
OFFICER, BREITLING

Antonio Carriero has more than 20 years of Digital and Technology practice across industries: from advertising to financial services and luxury retail. In 2011, he joined Richemont as Digital Services Director. During his tenure at Richemont he built from scratch the Richemont Digital Services organization - a global team of Digital Experts located in Europe and China - and he made an important contribution to the Digital Transformation of Richemont the successful activation of e-Commerce operations and platforms, in the US, Europe, Japan, China, Korea and SEA. He recently joined Breitling as Chief Digital and Technology Officer.

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**NATACHA CHOMET**  
INSIGHT MANAGER, IPSOS

Natacha Chomet has over 6 years' experience working as a market research analyst. She started her career by carrying out studies outlining emerging trends in French society such as the impact of innovative technologies, the rise of collaborative consumer practices, and the growing expectation for ethical & experiential consumption. She would later start working at Ipsos in the media and digital department where she contributed in developing innovative methodologies with the implementation of passive measurement, facial coding & in-apps testing. Since then, she has developed an expertise in the luxury industry. As an insight manager within the Ipsos strategic planning department, she is in charge of a major international luxury market study through which she strives to set a new standard for the analysis of on-going luxury market trends.

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**MARIE-CLAIRE DAVEU**  
CHIEF SUSTAINABILITY OFFICER  
AND HEAD OF INTERNATIONAL  
INSTITUTIONAL AFFAIRS, KERING

Marie-Claire Daveu was appointed Kering's chief sustainability officer and head of international institutional affairs in 2012, and is a member of the company's executive committee. She is responsible for the continued development of Kering's sustainability strategy and the direction of the Group's institutional affairs. She joined the company from the public sector where she served as chief of staff to French politician Nathalie Kosciusko-Morizet, within the Ministry of Ecology

and other areas from 2007 to 2012. Prior to this, Marie-Claire was senior director of sustainable development at Sanofi-Aventis Group in 2005. She was previously technical adviser to the cabinet of Prime Minister Jean-Pierre Raffarin and Principal Private Secretary to Serge Lepeltier, Minister of Ecology and Sustainability. She is a graduate of the French National Institute of Agronomy Paris-Grignon, the École Nationale du Génie Rural des Eaux et Forêts (National School of Rural Water and Forestry Engineering). She also earned a Diplôme d'Etudes Supérieures Spécialisées (diploma of specialised higher studies) in public administration from Dauphine University, Paris.

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**ALAIN DELAMURAZ**  
VICE PRESIDENT,  
BLANCPAIN

Born in 1964 in Switzerland, Alain Delamuraz completed his studies at the prestigious EHL, Ecole Hôtelière de Lausanne, and started his career in hotel management. After working abroad, in the UK, Ecuador, and Zurich, he returned to Lausanne in Switzerland and became General Manager of the Beau-Rivage Palace, a Leading Hotels of the World 5 Stars Hotel, for 5 years. A watch aficionado since childhood, Alain Delamuraz entered The Swatch Group within the Sales Distribution Department of Omega in 1996. In 1997, he started to work for Blancpain and served as responsible for distribution, sales and marketing. Since 2001, Alain Delamuraz is Vice President of Blancpain and Head of Marketing. He is happily married and father of a daughter born in 2000.

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**MICHAEL L. FRIEDMAN**  
HISTORIAN, AUDEMARS PIGUET

Michael L. Friedman is an established horological expert, appraiser, curator, lecturer, auctioneer and producer. He is the Historian at Audemars Piguet. Michael's extensive career in watches and clocks began in 1996 at Willard House & Clock Museum where he served as assistant curator. In 1999, Michael was named VP & Department Head of Watches for Christie's in New York. In 2003 he founded MLF Horology which provided consultant and curator services for international collectors, institutions and auction houses. In his role as Historian for Audemars Piguet since 2013, Michael works across several departments and primarily writes, lectures and represents the brand with collector's groups and in the media.

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**AXEL HOPPENOT**  
EXECUTIVE VICE PRESIDENT, SALES  
& MARKETING - MONTE-CARLO  
SOCIÉTÉ DES BAINS DE MER

Axel Hoppenot joined Monte-Carlo Société des Bains de Mer in 2004 as Executive Vice President, Sales & Marketing. In his role, he overlooks and ensures proper alignment of the marketing visions of the business units. He also heads up Reservations, Groups Operations, Digital Marketing, Quality, Brand identity, Advertising & Promotion, Partnerships & Events Marketing.

Prior to Monte-Carlo Société des Bains de Mer, Axel Hoppenot held C-level positions in global services brands such as American Express (VP Corporate Purchasing Card Europe, VP Corporate Travel Sales Europe), DHL (Marketing & Sales Director, DHL France) and Accor (Marketing Director, Accor Leisure Hotels then Marketing Director, Global Offer of Services). He started his career in sales and marketing roles at Procter & Gamble in France then with UTA French Airlines in Los Angeles.

Also an Advisor on French Foreign Trade (CCEF), his main contribution in that role relates to the economic impact of Tourism.

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**JEAN-NOEL KAPFERER**  
INSEEC U., HONORARY EDITOR  
OF THE LUXURY RESEARCH  
JOURNAL

Jean-Noël Kapferer is an academic authority on luxury. An HEC Paris Graduate, Ph.D Kellogg Business School ( USA) he analyzes the mutations of luxury brand management. Honorary editor of the Luxury Research Journal, his research articles are widely published in international journals. Co-author of the reference book « The Luxury Strategy », and very recently of « How Luxury Brands Can Grow Yet Remain Rare » he leads executive seminars on luxury management all around the world and is advisor to the President of INSEEC U.

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**ANTOINE LACROIX**  
INTERNATIONAL DIGITAL  
AND E-CRM DIRECTOR,  
VAN CLEEF & ARPELS

Within a period of 10 years, Antoine has initiated and led the implementation of the digital strategy of Van Cleef & Arpels. For him, digital transformation is only achieved with a strong commitment of each business unit. The key success factor is to build a collaborative mind-set among the different stake holders and clear share of responsibilities. At the same time, in the high luxury world, where everything proceed from the Maison identity, you need also to learn how to combine brand equity and customer empowerment.

In that spirit, he now leads a team of 25 persons in Paris. We monitor and support regional teams in Asia, Middle-East, Europe and America with one key mission: transmit the Maison extraordinary identity while implementing a new client centric approach.

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**DANIELA LEONINI**  
BOURNAZAC  
HEAD OF RETAIL, SÉZANE

Daniela Leonini Bournazac was born in Brazil from diplomats parents, she is German-Italian. From her youth spent travelling in Egypt/Syria, Europe and Zimbabwe, she learned to love beautiful things and develop an eye for Beauty and its aesthetic enhancement.

Through the last 30 years her professional experience is both in Interior Design, and Design and Fashion.

From 2012 to 2016, Daniela was store director at Merci store. Her participative management contributed to evolve this new generation business from start-up to medium company whilst guaranteeing a rising turnover and establishing the reputation of the Parisien Destination Store and its influence worldwide.

In 2017, she joined the teams of the first French online brand SEZANE, to bring all her know-how in order to implement a coherent Retail Network. She intervenes notably in all the Retail processes, the opening of sales points which became the brand pillars: l'Appartement, la Librairie, la Conciergerie as well as the corner Bon Marché and numerous pop-up stores.

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**ALEXANDER LINZ**  
PARTNER,  
WWW.WATCHADVISOR.COM

Alexander Linz is a renowned watch journalist, writer and author who has been active in the watch world for three decades. His deep knowledge of watches and his close relationships to the watch industry and its managers, owners, movers and shakers are one of a kind, which allowed him to collaborate with some of the best watch brands, the leading watch publications and blogs in the world. In 2016 Alexander first got in touch with the founders of WatchAdvisor, after which he directly joined the Advisory Board of the company. He stopped his activities with Watch-Insider in early 2017 and decided to join the very active WatchAdvisor team, to invest in the company and to be the new head of content.

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**EDOUARD MEYLAN**  
CEO, H. MOSER & CIE.

In April 2013, Edouard Meylan became CEO at H. Moser & Cie. Since starting as CEO, Edouard has brought a refreshing dynamism to H. Moser & Cie., which is now clearly positioned as an innovative, key player on the new watchmaking scene. Under the leadership of Edouard Meylan and his team, H. Moser creations have benefited from an energetic, modern approach and an air of bold distinction, while still staying true to the brand DNA of the Manufacture. The company has also become known for its Concept Series of watches with no visible logo or index, providing a contrast to increasingly elaborate watchmaking often seen today and proving that true luxury is unmistakable.

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**SELVANE MOHANDAS**  
DU MÉNIL  
BUSINESS DEVELOPMENT  
DIRECTOR, SONIA RYKIEL

Selvane Mohandas du Ménil is Business Development Director at Sonia Rykiel and Adjunct Professor at Institut Français de la Mode (IFM). He started his career in product-oriented and commercial-oriented positions at L'Oréal, Louis Vuitton and Yves Saint Laurent. Author of research works on Luxury, he graduated from HEC Paris, IFM Institut Français de la Mode and is alumni of Science Po Paris.

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**FELICITAS MORHART**  
PROFESSOR OF MARKETING,  
UNIVERSITÉ DE LAUSANNE

Felicitas joined the University of Lausanne (UNIL) as an Assistant Professor, and obtained nomination as Full Professor in 2014. In 2017, she became Head of the Marketing Department at UNIL. In 2013, Felicitas was elected among the "Top 40 below 40" by the Swiss business magazine Bilanz. Felicitas' central work lies at the intersection of marketing, management/leadership, and business ethics, such as her work on brand-specific transformational leadership, transformational selling, brand authenticity, and eudaimonic consumption.

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**JEAN RÉVIS**  
FOUNDING PARTNER, MAD

Jean Révis founded MAD in 2009 with Delphine Vitry: at a moment when digital gurus were planning the extinction of physical stores in the emerging e-commerce era, Delphine and Jean were convinced that brick and mortar would always exist but should profoundly change to remain attractive. And they were also convinced that this would be especially true for the luxury industry, which requires an immaterial touch that can best be delivered in sophisticated stores, supported by an expert staff. Since then, MAD quickly became a leading consulting firm in Customer Experience for luxury brands, with clients such as Armani, Balenciaga, Berluti, Boucheron, Brioni, Cartier, Carven, Céline, Chanel, Chaumet, Chloé, DFS, Dior, Fauré Le Page, Fred, Givenchy, Gucci, Lanvin, Louis XIII, Maison Albar Hotel, Mont Blanc, Saint Laurent Paris, Samsung, Sensee, Shiseido, SKP, Swarovsky, Vacheron, and Van Cleef & Arpels.

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**VERONICA SARTORI**  
DIRECTOR OF MERCHANDISING,  
BURBERRY

Veronica Sartori, Director of Merchandising at Burberry, has over 15 years of experience in luxury Product Merchandising across categories and brands. After joining Burberry in 2015 as the Director of Merchandising - Shoes, following a career at brands including Bottega Veneta and Prada, she has delivered key strategic changes to these departments including the launch of See Now, Buy Now in 2016 and the growth of the Trainers category across Men's and Women's shoes. Veronica also teaches a course on Retail Buying & Merchandising at the International University of Monaco and recently started a collaboration with Instituto Marangoni in London.

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**JONATHAN SIBONI**  
CO-FOUNDER & CEO,  
LUXURYNSIGHT

Jonathan created a consulting firm in China a decade ago, that progressively became a leading partner for luxury brands betting on the market. Convinced that the future of luxury lied in brands' ability to anticipate and adapt to ever quicker changes, he founded Luxuryinsight in 2011 to leverage the power of big data in luxury. Built around an Advisory Board of experts from LVMH, Hermes, Chanel, Richemont etc. Luxuryinsight is the first data intelligence platform dedicated to the luxury market. Combining the best of data science and luxury expertise, Luxuryinsight leverages data from over 1000 sources to help leading brands monitor their competitors, discover new opportunities and better understand their consumers. Jonathan teaches luxury strategy at Sciences Po, ESSEC, Dauphine and is a regular speaker at various international conferences. He co-authored "Money, Fortune and Luxury in Asia" (Picquier, 2014)

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**DAVID SOBEL**  
CEO, THE OTHER STORE

David Sobel is CEO at The Other Store, a company that help brands grow through digital. David has been an entrepreneur for the last 15 years, in many areas such as tourism, real estate and retail. He graduated from HEC Paris and Université Paris IX Dauphine.

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**MICHELE SOFISTI**  
FOUNDER, SOFOS MANAGEMENT

Michele Sofisti has held previous leadership positions with both fashion category watch brands as well as the luxury (high-end automatic) category. Recently he was Chief Executive Officer Gucci Group Watches and Jewelry as well as CEO of Girard-Perregaux and Jeanrichard of Kering with previous roles as President of Swatch, President of OMEGA SA., President of Fred Jewelers and Christian Dior watches at LVMH.

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**MARIKA TAISHOFF**  
MBA PROGRAM DIRECTOR,  
INTERNATIONAL UNIVERSITY  
OF MONACO

Dr. Marika Taishoff is Director of the Full Time MBA and Executive On-Line MBA at the International University of Monaco. She is also one of the professor of the Executive Certified Management program in Luxury Services Management.

Prior to joining IUM in 2009, Marika had worked at such prestigious business schools as IMD (the International Institute for Management Development) in Lausanne, Switzerland; Bocconi University Business School in Milan; and at the Imperial College Management School, University of London, as well as having been a consultant to many companies in Europe and Turkey.

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**JEAN-MICHEL TERRIEN**  
CEO, INGIE PARIS

Jean-Michel TERRIEN is the new CEO at INGIE PARIS after various managing Directions in fashion companies such as PAUL&JOE, FAITH CONNEXION etc.. Multi-tasked and with a 360° operational expertise, he started his career at YSL, Morgan, Nike with sales & product oriented positions. He graduated from Sciences Po Paris and IFM Institut Français de la Mode.

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**HENRI-JEAN TOLONE**  
FOUNDER AND MANAGER,  
CABINET CEO

Dr. Tolone was a CEO for companies, during which time he had to learn how to negotiate and manage. He couldn't find a non-manipulative or non-scripted tool to help him, so he decided to create his own. For a few years now he has developed a new concept to approach marketing for the transgenerational clients and employees. Dr. Tolone holds a Bachelor of Arts in Technical Marketing, a Ph.D. in Global and Strategic Marketing, and a Ph.D. in Geopolitical Diplomacy. He is a member of the Society of Project Managers. Upon reflecting on a rewarding career, Dr. Tolone attributes his success to his ability to recognize opportunities.

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**SKYLAR VANDERBILT-SMITH**  
BUSINESS CONSULTANT, THOUGHT  
PROVOKING CONSULTING

Skylar Vanderbilt Smith has spent 6 years in the fields of Merchandise Planning and Retail Consulting. After working at brands including Hugo Boss, she joined Burberry in 2015 on the Global Planning - Shoes team, followed by EMEA Planning across Apparel and Accessories categories, where she was responsible for global and regional product and financial planning as well as championing programmes of change. Since joining Thought Provoking Consulting in 2017, she has brought her years of first hand Retail experience to projects including pricing strategy by using data analytics and pricing psychology to increase margin and profitably drive business objectives.

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**TOBY WALKER**  
AREA SALES MANAGER,  
BENETTI MEGAYACHTS

Toby has been in the yachting industry for over 20 years. Before joining Benetti in 2016 he was a broker and former Global Sales Director of Camper & Nicholson's International. Toby has been involved in the sale, purchase, charter and construction of some of the world's most prestigious yachts, and has developed a deep understanding of the requirements and wishes of clients looking for the ultimate in luxury. For Benetti, Toby now handles all the sales for North and West Europe across the entire range of Benetti Yachts, ranging from 28 metres to 108 metres and above.

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**ALEXANDRE WEHRLIN**  
HEAD OF LUXURY PROGRAM,  
CREA GENÈVE

Creative, energetic and solution oriented, Alex has 11 years of experience in digital, e-commerce and contact-centre development at Piaget as well as over 15 years of project management. Alongside being an entrepreneur, Alex is the Director of the Master in Luxury Marketing at CREA-Inseec Genève. Alex is passionate about the fast evolving digital industry, creating 360° campaigns and marketing strategies for luxury Brands

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**CATHERINE YU AYMARD**  
PRESIDENT INTERNATIONAL,  
WALLACE CHAN

Catherine Yu is an expert of Chinese business development for European luxury brands. She also helps Chinese brands to develop image and business on global basis.

Catherine started her career at Galeries Lafayette twenty years ago as Asian department manager for developing the tourist shoppers and store openings in China. She joined Van Cleef & Arpels in 2011 as Chinese clientele director to develop the global Chinese business. She helped French companies to gain cultural insights and business competence to work efficiently with Chinese markets. Catherine works since four years as international president at Wallace Chan high jewellery company and has contributed to the international success of the Chinese brand.

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Well connected to leading business and media contacts, Catherine is an active speaker at international luxury forums and a published author in China. She holds a BA in International Economics from Wuhan University in China and a MBA from Texas Tech University in USA.

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