

**CLEMENTINE RAISIN-HAUVESPRE
ALUMNI OF THE YEAR 2011 - UK ELECTION**

*Name: Clementine Raisin-Hauvespre
Age: 30
Diploma & Year of Graduation: MGE/MIM 2004
Nationality: French
Residence: London
Current job: Head of Marketing & PR , The Organic Pharmacy*



A bit about yourself, your career progression, how ESCP Europe fitted in with this ...

Long before graduating from ESCP Europe in 2004, Clementine was already determined to embrace an international career mixing her passion for Marketing and Business Development. Thanks to her academic programme on the Paris campus and enriching internship experiences in France and in the States, she decided to pursue her career within fast growing companies driven by inspiring and successful entrepreneurs.

At Caudalie, the now world famous cosmetics and spa brand, she accompanied the international development with the creation of subsidiaries in Italy, Spain and Germany. After only 6 months she was promoted to Brand Manager.

Within 2 years, she successfully launched 2 product lines internationally: « Vinotherapie » body care line with an initial launch of 16 products inspired by the professional treatments performed exclusively in the Caudalie Spas and later on the sun care line « Soleil Divin ».

In charge of the overall marketing strategy for these product lines, she developed strong skills in brand management, product development, international operational marketing as well as direct marketing and PR. She also strategically positioned her new lines around the Vinotherapie concept, and supported the opening of new spas in Italy, in Spain within the fabulous Marqués de Riscal hotel designed by Frank Gehry, and in New York at the legendary Plaza.

In 2009, Clementine, mother of two, relocated to London following her husband. She leveraged the ESCP Europe network via the local campus to get the best advice and tools to find the right opportunity and continue her career in the luxury cosmetics and spa industry.

She took the direction of Marketing at The Organic Pharmacy, world leader in the luxury organic health and beauty arena. Since, she has brought in the best practices she had acquired at Caudalie, translating strategic marketing plans into tactical sales actions, driving revenue growth, expanding market penetration, maximising brand awareness and capitalising on market opportunities to develop the awareness of this British brand internationally as well as its global turnover.

Within less than a year, The Organic Pharmacy opened its 7th flagship store, launched in a 5 star hotel and spa in New York on the Fifth Avenue and in two Four Seasons hotels in London. Other key milestones include a full new corner concept for department stores to be launched in Selfridges Oxford Street London in 2011, and expansion of the distribution in Hong Kong and in Europe. As an example her brand has just been chosen by Le Bristol Palace in Paris for their brand new exclusive spa.

Always very close to the ESCP Europe community, Clementine created internship opportunities in her organisation and just hired a student from ESCP Europe. She also started a collaboration with ESCP Challenges, the association she used to be President of while studying in Paris, for a mission on the French market.

Hobbies, personal interests ...

Alongside her professional passions, Clementine enjoys travelling, architecture, snowboarding, golf, food & wine to share with friends and big laughs and cuddles with her 2 daughters aged 3 and 1½ .

Clementine, 30, is a very dynamic, action-oriented and people-centred Marketing Professional with extensive experience in the Beauty & Spa industry. Passionate, with strong entrepreneurial spirit, she is always driven by new challenges to achieve.