



**Flavia
Sampietro**

Living and operating between North America and Europe after fifteen year of General Management in Global Market Leaders, with a strong track record in terms of business kpi's, organization's growth and change management. Innative twist between creative strategic vision and strong focus on results, spontaneous, and authentic leadership and solid P&L management

PROFESSIONAL EXPERIENCE

- **BEAUTY&DIGITAL PLATFORM**

Founder-Ceo-Investor

Beauty Brand Builder

Beauty Advisor for retailer, celebrities and companies

- **BOLTON , 2015-2020, Milan**

Managing Director

M&R's turnaround -market share, turnover and profitability- thanks to a reshaped brand portfolio and a value for growth strategy. As a consequence M&R has accelerated year after year until growing 4x market and being the fastest growing Company in the Italian beauty context

- **L'OREAL , 2006-2014, Milan, Paris, New York**

General Manager – Marketing VP – Client Director

A GM carrier (2008-2014), marketing inspired with two short international experience and focused in building in Italy the biggest Garnier worldwide.

The last major task, as CPD General Manager, was to merge Garnier and L'Oreal in only one business unit and one organisation and drive them towards a digital mindset , a team spirit and a responsible and conscious culture

EDUCATION

SAA, Università degli Studi di Torino

ISG, ESSEC , Paris

HARVARD, INSEAD , Boston - Fontainbleu