

Dimitri Gillouard

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French nationality, 50 years old



New Business Development | Partnerships

- Over **15 years of experience** in senior sales management, business development, and entrepreneurship, delivering consistent results across **luxury, retail design, event management, advertising, real estate, and hospitality sectors**.
- Skilled in identifying opportunities, driving growth with a focus on value creation.
- A 3-year experience as a live TV broadcast journalist strengthened adaptability, communication, and storytelling abilities.
- Expertise in international sales, strategic partnerships, marketing, commercial planning, communication, negotiation, budgeting, and P&L management.

Career Experience

EMINENCE Private Equity | Paris | Dubai | Cape Town

New Business Development | Partner (Sept 2019 – Nov 2024)

- Sourced and secured diverse investment opportunities across sectors, aligning Asian client interests with high-potential Middle Eastern and African markets.
- Established a Dubai-based Family Office as a global investment hub, working alongside CEO (*Serge Janowski*) to drive strategic growth.
- Led the development of a 23-hectare eco-luxury resort in Cape Town, South Africa, overseeing site identification, investor introductions, and obtaining the land purchase mandate. The project features lodges, cabins, and a boutique hotel.
- Enabled U.S. market entry for South African soda brand *LivellittlePura* by connecting the team with CAVU Partners, a private equity firm led by *Rohan Oza*.
- Drove Middle Eastern expansion for *Macrene Actives*, a leading U.S. premium cosmetic brand and competitor to Augustinus Bader, by facilitating high-impact distributor presentations

SBGC Parfum de Marly & Initio | Dubai | Middle East

New Business Development | Associate partner (Jan 2016 – May 2019)

- Co-founded the company DeVco to lead SBGC's diversification strategy, sourcing top luxury brands for a new market country opened to international investment following the JCPOA sanctions lift (2015).
- Secured partnerships with prestigious brands, including *Hermès, Longchamp, Sisley, Sephora, Rinascente, Accor, Élysée, and Paul. Etc.*
- Directed joint ventures, negotiations, distribution strategies contracts, and organizing market visits with top executives.
- Secured CEO placement for Parfum de Marly and Initio Parfums Privés. The owners, Julien Sprecher and Axel Berrier of SBGC, sold a 60% stake to Advent International for \$760M.

MALHERBE RETAIL DESIGN AGENCY | Paris | Dubai

New Business Development Manager (Jan 2013 – Dec 2015)

- Developed and implemented the Middle East commercial strategy, achieving sales targets with new clients and managing key accounts effectively.
- Prepared competitive pricing, structured strong offers, and negotiated new contracts with customers.
- Advised and supported major clients in Luxury, Cosmetics, Mass Market, and Real Estate.
- Worked with prestigious clients: Place Vendôme Qatar, Emaar, Dubai Holding, Al Futtaim, Sephora
- Increased Middle East sales from €20K to €4.1M through strategic planning and execution

CNEWS | Paris | Rio de Janeiro

TV Journalist and Correspondent (August 2009 – Sept 2012)

- Demonstrated journalistic skills as an author and filmmaker of a compelling TV show.
- Navigated and executed TV live field coverage – 2010 soccer World Cup in South Africa, enriching the daily news bulletin with nuanced perspectives and real-time insights.

MIPIIM trade show Reed Exhibitions | Paris | Dubai | Middle East

Business Development Manager (April 2005 – April 2009)

- Prospecting business trips selling MIPIIM professional forum covering all MIDDLE EAST territories.
- Launched top-level conferences gathering key industry speakers from the real estate industry.
- Established strategic alliances and press partnerships with GCC countries targeted.
- Sourcing and management of local representatives.
- Successfully enhances the area turnover from 2,7 to 5,1 million €

DOMAINE GOLF DE REBETZ | Paris Area

Business Development Manager (Jan 2002 – March 2005)

- Played a key role in our family business's estate sale project, overseeing the hotel extension, strategic land acquisition, and the development of an additional golf course to enhance customer experience.
- Negotiated sale terms with real estate brokers and built strong partnerships with notable entities, including Chesterton HMH, ABN Amro, and private investors.
- Delivered measurable results, increasing revenues by 16% (+€3.6M) and margins by 7%, while securing and retaining memberships and attracting international clientele.

Additional Experience: (1998 - 2003)

- European Sales Advertising Director Easy Everything Co (EasyJet group) (2000 – 2003)
- Advertising Sales Manager French Newspaper Le Figaro (1999)
- 3M Inc, Minneapolis, Healthcare department, Assistant Marketing (internship 1998)

Education & Credentials

EBS – European Business School Paris | Madrid | Dublin | Hong Kong (1993 – 1997)

Master's in international business majoring in sales export and trading

Saint Martin de France 1985 - 1992

Bachelor's Degree in Economic Science

