

# Sebastien Koziel

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Hong Kong permanent resident

## Profile

With over 17 years of experience, I have driven digital transformation initiatives within the retail sector, streamlining operations and enhancing both employee and client experience. Leveraging my diverse background and strong technical skills, I optimise retail processes, drive innovation, and ensure seamless integration across functions.

## Experience

### ***BURBERRY (Since 2016, 8 years)***

#### ***Senior Manager Retail Standards & Operations– SOUTH ASIA PACIFIC (Since 2019, 5.5 years)***

- **Leadership & Scope:** Led the retail operations and standards function across 8 markets— Hong Kong, Taiwan, Macau, Singapore, Thailand, Malaysia, Australia, and New Zealand— covering 50+ stores and leading a team of 9, reporting to the regional president.

- **Digital Transformation:** Pioneered the development and implementation of key digital tools such as Beebook, a digital buy book and pre-selling app, and MStore, a client outreach platform. These tools revolutionized how retail teams interact with clients and manage inventory, supporting over £20M in transactions in less than 18 months and significantly improving client engagement and product training efficiency.

- **Operational Excellence:** Developed and launched RStore, an automated packaging and replenishment app that reduced stock volumes by 30% across the region, enhancing operational efficiency and reducing costs.

- **Strategic Collaboration:** Partnered closely with retail directors to build and monitor KPIs, driving overall store performance and aligning teams across merchandising, clienteling, and training towards common goals.

- **Impact on Retail Excellence:** These initiatives not only streamlined operations but also fostered a culture of continuous improvement and innovation, positioning the South Asia Pacific region as a leader in retail excellence within Burberry.

#### ***Outlet and Inventory Planning Manager – ASIA PACIFIC (2016-2019, 2.5 years)***

- Managed total Asia inventory, led procurement and sales forecasting on the permanent collections, and developed a global OTB (Open-To-Buy) tool, optimizing inventory levels and improving regional communication.

## **LOUIS VUITTON (2008-2016, 9 years)**

### **Assistant Purchasing Manager – Packaging – Global (2012-2016, 5 years)**

- Managed a \$40M annual budget, achieving \$2.5M in savings through negotiation and diversification, and reduced overstock by 80% at factory level within 4 months by implementing an optimized material order and production plan.

### **Business Control & project executive (2011, 1 year)**

- At LV trading, conducted monthly P&L reconciliation and provided in-depth business analysis to the executive committee, leading to more informed strategic decisions. Re-engineered global non-merchandise supply chain flows, shifting from pull to push methodology, resulting in a 20-30% reduction in warehouse space requirements.

### **SAP team leader (2010, 1 year)**

- Led the distribution team for SAP SD/MM implementation in LV Trading, the non-merchandise sourcing entity for LV globally.

*Other positions within LV organisation: SAP Project Management Officer (2009, 1 year), IS Governance assistant (2008, 1 year).*

## **Entrepreneurship (Since 2023)**

In agreement with Burberry, I have launched my own digital agency in Hong Kong as a freelance related to consulting and app development for retail businesses. First mission executed with Clarins Asia related to retail clienteling thematic.

## **Education**

### **2008 - Master In business administration and Management**

*Montpellier business school - AACSB accredited – Montpellier, France*

### **2005 - Bachelor degree in commerce**

*Institute of Technology – Lens, France*

### **2002 - A Level specialised in accounting**

*St-Paul high school – Lens, France*