

Daniel BETHELMY-RADA

PROFILE

Multicultural senior consumer and professional goods executive with a 14+ year career in marketing, digital & general management. Strong expertise in beauty markets with extensive knowledge of key regions (USA, Western Europe, China, India, Russia, Brazil, ASEAN).

Brand management, new product development, advertising excellence, digital strategy, with proven track record of breakthrough product, services and digital go to market launches from creation to operational implementation.

Lead innovator on organization and ways of working transformation.

PROFESSIONAL EXPERIENCE

02/2015 - Present	Global Brand President – MATRIX and BIOLAGE L’Oreal Professional Products Division	New York, NY
	Leads and manages the brand’s strategy worldwide. Brand Image, Product and Services development, Digital Strategy, Advertising, Education Strategy. 7 direct reports. 37 people team.	
01/2014 – 01/2015	Deputy General Manager – GARNIER International. L’Oreal Consumer Products Division.	Paris, France
1 year	Led the 3 year innovation plan, advertising strategy and brand equity for Garnier’s brands worldwide on hair care, skincare, hair coloration, deodorants. Led development creative teams around the world (USA, Brazil, Russia, India and ASEAN) on local initiatives resulting in a strong innovation plan for 2015 and 2016. 5 direct reports. 28 people team.	
02/2011 - 01/2014	Vice President of Global Marketing – L’OREAL PARIS INTL	Paris, France
3 years	Defined and led the 3 year innovation and expansion plan, digital and advertising strategy for L’Oreal Paris’ haircare and styling brands worldwide (Elseve/Elvive, Hair Expertise, StudioLine, Elnett). 3 direct reports. 14 people team.	
02/2008 – 02/2011	Assistant Vice President – GARNIER International	Paris, France
3 years	Crafted the 3 year innovation plan for Garnier’s skincare brands worldwide (concepts, formula, research, packaging, COG) on facecare, suncare, deodorants. Created and launched rupture and successful innovations.	
09/2006 – 02/2008	Director – GARNIER International	Paris, France
1 year 6 months	Proposed creative ideas for new products launches on face care.	

Led all product development on face cleansing (from idea, to concept, packaging, formula and research)

01/2005 – 09/2006 **Director – GARNIER International** **Paris, France**

1 year 9 months

Proposed creative ideas for new products launches on Hair care.

Led all product development on Fructis (from idea, to concept, packaging, formula and research).

- Oil Repair became the 1st module of the range and even today it's a big pillar for the brand.

EDUCATION

2001 - 2002 **ESSEC Business School** **Paris, France**

Advanced Masters (MS – MSc's) of Strategy and Management of International Business

1999 - 2001 **Sorbonne I – Panthéon University** **Paris, France**

Bachelor of Commerce

ADDITIONAL

- Fully trilingual Spanish, French, English.
- Interests: fashion, photography, contemporary and modern photography, advertising, travels.