

Monique Fischer Consulting GmbH  
Alderstrasse 45  
8008 Zürich

2, Place Marcel Aymé  
FR-75018 Paris

Via Lombardi 24  
IT-18017 Cipressa

mf@moniquefischer-consulting.ch  
+49 (0)172 8541567  
+41 (0) 79 3316121

Nationality: Swiss



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## Professional Background (details)

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Since 01/2021

**MONIQUE FISCHER CONSULTING GMBH**  
**Owner and Founder**

04/2017 to 12/2020

**ZIMMERLI TEXTIL AG, Aarburg, CH**  
**Vice President Sales**

- Implementing efficient sales/distribution organisation (new structure)
- Implementing efficient processes
- Establishing year plan across all departments
- Introducing collection frame plan
- defining clear brand positioning product-/price- structure
- Market feedbacks/bestseller management, market requirements
- Leading through goals, facts and figures
- Implementing reporting system
- Implementing action plans according to defined strategy
- Focusing on growth potentials (distribution, product, PR, marketing)
- Creating trade marketing concepts
- Boosting sales WS/Retail/E-commerce
- Reducing basic offer and seasonal collection
- Increasing margin in all fields
- New customer acquisition (+62 target customers since 06.2017)
- Working on NEW Mentality, new culture
- “WE”-strategy, common goal,
- Organising and participating on Workshops “brand vision 2022”

## Professional Background (details)

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01/2015 to 06/2016

**LUISA CERANO, Nürtingen**  
**Fashion, Director Strategy**

- Developing strategy LUISA CERANO 2020
- Analysing actual situation (positioning/distribution/product-/price-structure/ brand accessibility/marketing/communication)
- Providing goal definitions for the future
- Implementing action plans according to defined strategy
- Focus on growth potentials (distribution, product, PR, marketing)
- Providing tools and operational support for strategy “branded retail” (shop concept expansion/contract base/conditions etc.)

04/2014 to 12/2014

**MANUEL LUCIANO, RENA LANGE, ST. EMILE, Munich**  
**Fashion, Consultant Strategy**

- Analysis of potential capacity
- Brand DNA analysis, brand positioning
- Creating action plans according to international requirements
- Focus on key market strategies to grow international business
- Strategic market entry preparation including contract base

07/2013 to 04/2014

**VIVARTE GROUP, Paris**

**Fashion:** CAROLL, KOOKAI, NAF NAF, CHEVIGNON

**Shoes:** MINELLI, SAN MARINA, COSMOPARIS, ANDRÉ

**Vice President International Sales/Strategy,**  
**Member of “Comité Direction”**

Revenue target: € 450 million

- Analysing DNA, positioning, business model of each brand
- Centralizing international business
- Building and implementing international strategy for each brand (Web, department store/master franchise/WS)
- Creating action plans per brand/country according to business plans and market requirements
- Implementing international structures and processes
- Preparing new market entries and expansion of international business by inviting international Key Retailers
- Strategic market entry USA/China/SEA/Middle/East/Russia/Germany/CH
- 11 contracts signed/20 commitments/ bp for more than 750 stores

## Professional Background (details)

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10/2006 to 06/2013

### **GERRY WEBER International AG, Halle/Westfalen Fashion**

#### **Vice President International Sales**

Revenue target: € 320 million

- Responsible for all distribution activities worldwide for the brands GERRY WEBER, GERRY WEBER EDITION, TAIFUN, SAMOOM
- Leading 17 sales agency world wide
- Direct reports: 18 internal, 20 external
- Distribution in more than 60 countries
- Strategic and operational expansion and set up of the international turnover
- Country specific transfer and international roll out of the GW strategy
- Transfer WS into a vertical retail structure (Franchise, S-I-S, Retail, strategy "branded retail")
- Opening 300 Franchise Stores and more than 300 S-i-S
- New distribution structure in key countries like Russia, Middle East, UK, France, Switzerland, Canada, Australia
- Close cooperation with design team, product management, architects, expansion team, IT, Logistics
- Budget planning for Store partners
- Market entry Italy, USA, China
- From 01/2010: Export responsibility including TAIFUN, SAMOON

10/2002 to 09/2006

### **STRENESE AG, Nördlingen Fashion**

#### **Director International Sales**

Revenue target: € 30 million

- Responsible for all international distribution activities of STRENESE GABRIELE STREHLE and STRENESE BLUE
- International implementation and roll out of the brand strategy, philosophy and brand positioning, pricing
- Close cooperation, development and strategy implementation of the daughter companies in Italy, USA and Japan
- Selling the collection to Key Accounts in Milan, Düsseldorf, Tokyo, Munich, Paris
- Building markets: France, Russia, Eastern of Europe, Middle East, Scandinavia, Japan
- Development and set up of existing markets: UK, Greece, Spain
- Developing long term business plans for each territory: Close cooperation with design and product management to implement international needs and trends in the collection

## Professional Background (details)

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12/1992 to 09/2002      **Willy BOGNER GmbH, Munich  
Fashion**

### **Export Area Manager**

Revenue target: € 35 million

- In charge of Asia, (Japan, Taiwan, Hong Kong, Korea, China) Russia, Australia, UK, Netherlands
- Selling collections to key account customers during fairs in Japan, Düsseldorf, Munich, Netherlands and Zurich
- Developing, supporting and implementing international brand awareness and image consistency by marketing activities, merchandising, press events and fashion shows
- Organising and implementing regular sales trainings in Japan, Switzerland, Düsseldorf, Amsterdam and Munich
- Building visual merchandising education/ sales trainings
- Close teamwork with designers and product management
- From 06/1998 Taking over all sales activities of the daughter company in Switzerland, BOGNER SPORT AG, ZURICH

**10/1982 to 12/1992      Various positions in Sales Administration**

## Education and Training

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07/2014 to 12/2015      Business Coach (dvct certification), Academy Business Coaching, Munich

03/1990 to 03/1991      Fashion Design and Pattern Creation School, Müller & Sohn, Munich,  
Diploma of the German Chamber of Commerce, (D)

10/1986 to 04/1987      Diploma A, Swiss Chamber of Commerce

10/1984 to 10/1986      Studies of History, Journalism and Sociology  
University Bern (CH), Dissertation: "The Spanish Civil War 1936"

## Languages

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German                      native tongue

English                     business/ fluent (TOEFL)

French                      conversational/fluent (BERLITZ DIPLOM)

Italian                      conversational/fluent (DIPLOMA DI PERUGIA)

## **Assignments Abroad**

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Australia, Asia, Benelux, CN, China, CH, France, Italy, JP, Russia, Scandinavia, Spain, USA, UK

## **IT Skills**

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Microsoft Office

## **Additional Awards**

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2012/2013 Drapers UK listed her amongst " the top 100 most influential people in fashion retailing" on place 62

## **Key-Expertise**

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Defining brand strategy/brand positioning, setting key targets, international business development (strategic and operational), international partnerships (creating win-win-situation, reliable counterpart), key account management, product management, "front"-woman (contract negotiations on top level), implementation and roll out of branded retail strategy, cross-categories (fashion/shoes/acc.), teambuilding, sales- and leadership training "Mindstep", innovative leadership, worldwide network, increasing growth and profitability, dedicated sales flow.