

Dr. Michaela Merk
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49 years old
Nationality : German / French
Trilingual : German/French/English
PhD Université Paris 1 – Sorbonne
MS Marketing Management - ESSEC

Summary & Competencies

In her engaging trainings, coachings, conferences, Michaela builds **excellence in leadership**, customer experience and sales through Relationship Intelligence. Her credo: "Those who master relationship intelligence hold the secret for building powerful leadership qualities, for winning loyal customers, for captivating audiences, for transforming teams into highly engaged **brand ambassadors**."

She has inspired over 100,000 people in more than 20 countries for over a decade. Michaela captivates highly diverse audiences in **English, French and German with her dynamic and charismatic style**. In 2020, she received the highest international award for public speaking, the **Certified Speaking Professional (CSP)** offered by the National Speakers Association of the United States.

Her talent in inspiring and motivating people allowed her to successfully manage and coordinate international teams as **Retail director and General Manager** for premium and luxury companies such as **Estée Lauder Companies, L'Oréal and Marionnaud**. Since the creation of Merk Vision, she **developed conferences and trainings** for the biggest luxury groups, including **LVMH, Richemont, Hermes and Chanel**, but also smaller companies and other industries who want to learn from the best. This made her collaborate with all kind of industries where people and relationships matter the most!

Michaela holds a **PhD in marketing**, which she defended in 2012 at **IAE Paris**, and is the **author of numerous business and academic articles**. Her book, "**Luxury Sales Force Management: Strategies for Winning Over Your Brand Ambassadors**," has become an important resource for executives in the premium and luxury industries.

In addition, she lectures or has taught **luxury marketing and management** in leading international business schools and Universities including Sciences Po Paris, ESSEC, IESEG and University of St Gallen.

Business Experience

2010 - today	MERK-VISION (www.merk-vision.com) Founder and General Manager Motivational conferences, strategic and operational consulting, executive training, coaching in luxury, retail excellence, sales, leadership, personal development, customer experience <ul style="list-style-type: none">Accompanied approximately 300 clients 10+ yearsConducted conferences in over 20 countries in English, French and German in front of 100,000+ people (company conventions and trade shows)Developed online and offline trainings and training strategies for international retail teamsAdvised on retail excellence and strategiesAccompanied companies to obtain excellency in retail and customer experienceQualiopi and Datadock certification since 2021 for excellency in training and coaching <i>Selected clients</i> Chanel, LVMH, Rolex, L'Oréal, Four Seasons, Hermès, UBS Bank, Richemont Group, Laforêt, Pierre Fabre, Chambers of Commerce and City Halls	Paris, France
2020 - today	SECTIONS INTERNATIONALES de SEVRES (SIS) Member of the board Strategic advisory function of the bilingual school system across all school levels	Sèvres, France
2020 – today	ASSOCIATION PROGRES POUR MANAGEMENT (APM) Expert in animating leadership trainings for CEOs in France and abroad	Paris, France

2016 - today	LANSON BBC – CHAMPAGNE Group <i>Member of the board</i> Strategic advisory function with particular focus on luxury and marketing issues Honors as « Chevalière de l'ordre des coteaux de champagne »	Paris, France
2008/2010	ESTÉE LAUDER COMPANIES/ BOBBI BROWN <i>General Manager and Retail Director Germany</i> <ul style="list-style-type: none"> ○ Member of the Executive Committee ○ Responsibility for the marketing, PR, sales, training, sales team, Internet/ CRM ○ Management of a team of 60 people (20 directly): Recruitment, salary negotiation, mid and end of year interviews, training plan, measure training efficiency, retail excellence ○ Negotiation and opening of 60 points of sales (perfumeries / department stores) ○ Negotiation with the existing German distribution (Douglas, Kaufhof, Karstadt...) 	Munich, Germany
2005/2008	MARIONNAUD / AS WATSON <i>International Marketing Director Luxury, Private and Exclusive Brands</i> <ul style="list-style-type: none"> ○ Coordination and motivation of a network of about 1000 multi-brand salespeople ○ Direct management of a team of 12 (budget management, training, recruitment) ○ Negotiation with all international brands to decide on their listing ○ Negotiation of the location with the brands in the portfolio ○ Elaboration of the marketing plans of the brand in cooperation with all the brands ○ Identification and introduction of more than 15 exclusive brands. ○ Development of the own brand ○ Major contribution to the implementation of the new Marionnaud store concept 	Paris, France
1999/2005	L'ORÉAL LUXURY PRODUCTS DIVISION <ul style="list-style-type: none"> ○ International Trade/ Event Marketing Manager Biotherm ○ Product Manager Travel Retail Europe ○ Product Manager Helena Rubinstein France ○ Sales Representative Helena Rubinstein France 	Paris, France

Academic experience

2020- today	IESEG <ul style="list-style-type: none"> ○ Lecturing professor in CRM and Customer Experience (24h x 2) ○ Professional Thesis Writing Course at EMSDM 	Paris, France
2019- today	SCIENCES PO PARIS <ul style="list-style-type: none"> ○ Contribution to the elaboration of a new Master " MSc New Luxury & Art de Vivre ". ○ Professor of luxury retail, marketing and omnichannel management ○ Recruitment of students ○ Supervision of final thesis 	Paris, France
2016-2019	SKEMA BUSINESS SCHOOL <ul style="list-style-type: none"> ○ Associate Professor of Marketing and Luxury Management (220h teaching/year) ○ Director MSc Global Luxury and Management (GLAM) in partnership with North Carolina State University; (tripled the number of applicants/ top 5 Eduniversal ranking) ○ Ambassador Professor for LVMH Group, Grand Ecole Recruitment ○ Full responsibility for budget construction and management 	Paris, France
2015-2019	UNIVERSITY ST GALLEN <ul style="list-style-type: none"> ○ Lecturing professor "Manager des marques de luxe" (Master of Science Marketing) 	St Gallen, Suisse
2012-2019	SORBONNE GRADUATE BUSINESS SCHOOL, Chaire Marques et Valeurs	Paris, France
2014-2016	UNIVERSITÉ PARIS DAUPHINE <ul style="list-style-type: none"> ○ Associate Professor in Luxury-, Digital- and International Marketing ○ Development of executive certificate in Luxury Brand, Retail and Digital Management 	Paris, France
2004-2017	ESSEC BUSINESS SCHOOL <ul style="list-style-type: none"> ○ Seminars at Master Marketing Management (MSMM), International Business (SMIB), Executive education ○ Grande Ecole in international marketing, luxury retailing, Thesis supervision, Case studies 	Paris, France
2009-2016	Lecturing professor in leading international academic institutions: International University of Monaco (IUM) / Institut Français de la Mode (IFM) / Sup de luxe / EM Lyon / East China Normal University Shanghai/ ESA Beirut / Munich Business School	

Education

2019	TTI SUCCESS Insight Certified coach in Emotional Intelligence (EQ), Behavioral Intelligence (DISC) and Work Place Motivators (WPMOT)	
2013	QUALIFICATION CNU (national council of universities)	
2009-2012	SORBONNE BUSINESS SCHOOL (IAE Paris – HEC, Sorbonne) PhD in Marketing (<i>Strengthening Sales force- Brand Relationships: A new management tool for retailers?</i>) Jury: Géraldine Michel, Pierre Volle, Dominique Xardel, Pierre Desmet, Dominique Rouziès	Paris, France
1998-1999	ESSEC Business School <i>Master in Marketing Management</i>	Paris, France
1992-1998	UNIVERSITY of PASSAU <i>Diploma of intercultural management with specialization on Asia</i> <i>Traineeships in Singapore, Malaysia and Indonesia</i>	Passau, Germany Southeast Asia
1983-1992	MARY WARD School (Abitur / Bachelor)	Augsburg, Germany

Publications

Books

MERK M., (2015), *Manager les vendeurs du luxe : Stratégies pour créer des ambassadeurs de marque*, Dunod, pp 266

MERK M., (2014), *Luxury Sales Force Management: Strategies for winning over your brand ambassadors*, Pelgrave MacMillan, pp 213

Main Articles

MERK, M. (2021), "Le pouvoir de l'Intelligence Relationnelle post-Covid », *Forbes*

MERK M., MICHEL G. (2019), "The dark side of salesperson brand identification in the luxury sector: When brand orientation generates management issues and negative customer perception", *JOURNAL of BUSINESS RESEARCH*, pp 339-352

MERK M., MICHEL G., EROGLU S., (2015), « Salesperson-Brand Relationship: Main dimensions and impact within the context of private brand retailing », *JOURNAL OF PERSONAL SELLING AND SALES MANAGEMENT* (published)

Languages

Trilingual: German (native), **English** (native), **French** (25 years living in France),

Fluent: Spanish, Indonesian (good), Italian (notions)

Awards / Certifications

Certified Speaking Professional (CSP), the highest designation in public speaking offered by the National Speakers Association (NSA) of the United States. In 2020, only 4 French professional speakers own it, 10% of all professional speakers worldwide.

Certified Virtual Presenter (CVP), the highest international designation for virtual speaking and training.

Trainers Excellence Award, offered by Speakers and Trainers Excellence, one of the biggest European Speaking Agencies

Qualiopi and Datadoc, offered by the French Ministry of Education for rigor in training and coaching

Personal

Associations : **APM** (Association Progrès du Management), **AFCP** (Association Française des Conférenciers Professionnels), **ESSEC Luxury Club**, **L'Oreal Alumni**, **Ordre des Coteaux de Champagne**

Hobbies:

Competitions: **Gymnastics** (5 x German Champion in Team), athletics, skiing, swimming, tennis, diving

Traveling (over 100 expeditions and extreme travels), Photography (expositions), Documentary Films