

Oliver BERGER

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SUMMARY

Dynamic and progressive Business Leader with proven track record in establishing new customer relationships to generate growth in challenging markets. Built teams to target unmet needs through innovative solutions. Experienced working in 4 different continents, able to customize and find local solutions that work. Track record of growing revenue in all postings at Firmenich, breaking into new brands, new categories and new markets, actively engaging clients, using different ways to gather consumer insights and designing innovative solutions, leveraging new technologies or concepts.

Managed an account with yearly revenue above USD100m, growing sales by USD 14 million over 5 years, improving market-share and maintaining margins. Led global & regional business development projects with cross-functional teams, focusing on execution & teamwork, combining analytics, resilience, coaching & feedback. Recently promoted to drive global operational efficiencies for USD330m business. Worked with internal stakeholders to revisit ways of working and deliver faster, more cost-effective products for developing markets, always focused on improving revenues, company reputation or reducing cost.

PROFESSIONAL EXPERIENCE

Firmenich

2000 – Today

Senior Director, Global Commercial Operations Excellence (2020 – today)

Dubai

Newly created role, focused on driving commercial operations function, transforming business relationships through mutual collaboration and deliver End-to-End integration program for a key Global Account worth USD330m.

- Prepared and participated in waves of price negotiations and increase
- Built the Procurement Strategy to create joint value with the client and measure cost to serve the account
- Reviewed the entire pricing and price management across all countries, to automate and digitize the quotation process
- Collaborated across departments to ensure Supply Chain security during COVID: Visibility on demand, secured adequate raw materials by air freight, rebalanced volumes across plants, and transferred technologies out of affected regions

Senior Director, Africa, Middle East, South Asia & Russia, Perfumery (2014 – 2020)

Dubai

Member of the Firmenich Top150 Leadership Team to drive growth. Commercial leadership for the Unilever Account across Africa, Middle East & South Asia. Defined the regional strategy, sales target (\$110 M), profitability & expenses. Established and strengthened client relationships in specific markets and categories.

- Built a successful Commercial Team made of nine Account Managers & Commercial Assistants located in 4 countries
- Grew Sales by +USD14m, achieved double-digit growth & significant margin improvement within first 3 years, won 300 new product businesses within 2 years
- Increased market-share from 38% to 40% against 3 competitors. CAGR of +8% in India between 2014-2020, despite #1 position
- Pitched and received funding for a new digital Consumer Insights solution and generated Concepts in challenging markets
- Supported the development, testing and commercialization of malodor maskers to improve sanitation in low-income areas
- Negotiated and managed Commercial Rebates Schemes with Unilever Global Procurement, to secure long-term commitment on major global businesses in Skin Cleansing and Fabric Care categories

Associate Category Director, Asia, Perfumery (2011 – 2014)

Singapore

Regional Category Manager (2008 – 2011)

Commercial leadership for the Home Care Category of the Unilever Account across Asia Pacific. Managed an increasing portfolio of brands, and established relationship with the newly appointed Marketing VP, his Directors & Managers. Direct responsibility for USD150k Market Research budget, 3 Account Managers, 1 Assistant, 1 Trainee.

- Successfully pitched to get core-listed in a new category; won the first 3 competitive projects, beating competitor benchmarks for the first time
- Delivered sales above USD42m (+9% p.a. in 5 years), doubled product margin with adoption of new technologies
- Led a project that won Unilever's *Award for the Most Innovative Fragrance of the Year in 2014*
- After completion of a USD100m project over 3 years, collaborated with HR to conduct the most comprehensive *post mortem* analysis, considered a Best Practice at the time. This led to starting 8 Action Plans across departments, resulting in better employee engagement, more efficient teamwork, higher win-rate and sales
- Introduced an easy design to communicate Goals, Objectives, Strategies & Tactics across departments, which became the template for the Unilever Global Key Account.

Global Brand Manager, Perfumery (2007 – 2008)**Brazil**

Promoted to a newly created role focused on managing Unilever account with a key SVP & her team, based in Sao Paulo. Managed USD82m business with 60% global market-share. Focused on entry into the liquid format thanks to new encapsulation technology.

- Worked with clients to design common olfactive language & mapping, later used by Unilever Marketing & R&D teams
- Defined global olfactive strategy and designed ad hoc Consumer Research in markets under threat (Brazil, UK) or with large business potential (China, India)
- Guided regional account managers to successfully execute the brand strategy, projects and portfolio management, in order to maximize profit, efficiencies & win-rate

Regional Account Manager, Africa, Middle East & Turkey, Perfumery (2004 – 2006)
Country Account Manager, Turkey (2002 – 2004)
Turkey

Key Account Manager for the Unilever Account in North Africa, Middle East & Turkey. Established stronger relationships with Unilever Marketing and R&D Teams in Istanbul, Casablanca, Cairo and Dubai. Built consumer understanding on key brands.

- Led the regional development of fragrances for 4 focus brands: OMO, Cif, Clear, Sunsilk
- Initiated Consumer Research studies in Turkey, Morocco, Algeria & Egypt, bringing our developers and clients on the field which generated key insights for product development to address unmet consumer needs
- Increased sales by 50% in 3 years, always above budget, won 67 new businesses with value of USD7m per annum
- Recognized as Account Manager with the highest value of new business adoptions in one year (2005)

Project Coordinator, Perfumery (2001 – 2002)**Switzerland**

Coordinated all Reckitt Benckiser projects managed in Geneva. Secured the development of +100 projects worth USD40m. Client adopted 51 fragrances, representing a USD7.4m incremental sales in the first year.

Business Administration Coordinator, Western Europe (2000 – 2001)**Switzerland**

Ran Monthly Business Analysis reports and consolidated Budgets & Account Plans. Developed financial analysis and conducted the presentation for Core List Agreement with 2 key customers: Reckitt Benckiser (UK) and Migros (Switzerland).

Novartis Consumer Health**1998 – 2000****Business Development Assistant, Europe, Middle East & Africa****Switzerland**

Led the “Product Rationalization” project and implemented 300 product rationalizations globally, generating \$1.2 million cost saving per annum. Co-ordinated across departments to launch new products: +320 launches in 2 years, ~50% faster lead-time.

QUALIFICATIONS & PROFESSIONAL DEVELOPMENT

2020	Presenting in a Remote World, Northwestern Alumni Association Webinar (USA)
2018	Leadership Development III, Firmenich
2016	Strategic Negotiations, Indian School of Business, Hyderabad (India)
2016	International Growth and Strategic HR Management, Kellogg – HKUST, Chicago, Miami (USA) and Hong Kong (SAR)
2014	Leadership Development II, Firmenich
2012	MSc, Executive MBA in General Management, Kellogg – HKUST, Chicago, Miami (USA) and Hong Kong (SAR)
2007	Leadership Development I, Firmenich
1997	MSc, International Trade, Graduate Institute of International Studies, Geneva (Switzerland)
1995	BSc, Economics, University of Geneva (Switzerland). Intern at World Economic Forum (1997), met Pres. Nelson Mandela

ADDITIONAL INFORMATION

- Swiss National, resident of Dubai, UAE
- Native French, fluent English, basic Turkish, Portuguese Brazilian, Spanish, German
- Volunteered for HR initiative to improve employees’ commitment to company. Coached dozens of executives, 2 interns, and mentored 2 Managers as part of Talent Development program
- Semi & Marathon running (2008), body building (2010), wake boarding (2012), golf (2014), tennis (2020)