



Celine Goldberg

Senior Division Manager
WOW by Wojoooh

Senior Commercial Division Manager - Wow by Wojoooh. Joined Chalhoub in 2009. Passionate by 'All things Beauty', Product & Brand development - I am an entrepreneur at heart. Strong of 10 years' experience in Product Development & Brand Operations, I look at businesses from a Distributor, Retailer and Brand perspective. I take a bottom-up empirical approach, from consumers to factories, from markets to regional offices, from teams to management. With several successful business plans, launches and campaigns under my belt, I structure projects in a direct, result-oriented style. A nose for trends and business opportunities, I believe 'avant-gardism' and innovation are everywhere. Anticipating what consumers want before they even know it, is what I strive for! I feel the proudest when people tell me my products are a must have in their beauty closet! An enthusiastic energy ball, swift and easy going, I am the expert in Product Development.