



## Ludivine Labussiere

Lead Strategy Specialist

Chalhoub Group

Multilingual Lead Strategy Specialist within the Strategy Office of the Chalhoub Group, Ludivine previously worked in London as a consultant in brand and innovation strategy for blue-chip international clients. Prior to her experience in this international consultancy part of Omnicom Group, Ludivine worked for various international brand strategy and marketing/communication consultancies in New York, Paris and Shanghai.

In 2015, she earned an Advanced Degree in Brand Strategy from Harvard Business School Executive Education Summer Programme. She holds a postgraduate MSc in Business and Management Administration with major in Strategy-Marketing from HEC Paris Business School and a postgraduate MSc in Media and Communications from the London School of Economics. Passionate about premium and luxury brands and about how HNWI audiences respond to changes on the luxury goods market, she also has a certificate in Management and Strategy of Luxury Companies from the SDA Bocconi.

Ludivine gives some of her time to mentor HEC Paris students, helping them figuring out how to best think about their career development. Additionally, as part of the Frateli Association, she also spends time coaching and mentoring deserving young students from various backgrounds to support them through their studies and their professional endeavours.