

STÉPHANIE VIRCHAUX

MBA, ICF-CPC

Marketing and brand strategist, executive coach, entrepreneur, and educator with 20 years of global experience spanning brand management, advertising and marketing strategy, leadership development, and organizational performance. Former L'Oréal marketing executive with experience leading \$100M+ brand portfolios and developing leaders across Fortune 500 and high-growth organizations.

LEADERSHIP & PROFESSIONAL ACTIVITIES

- Delivers executive and team coaching grounded in emotional intelligence, behavioral science, and leadership development best practices.
- Develops programs for VP–C-suite leaders emphasizing feedback culture, psychological safety, and cross-functional collaboration.
- Facilitates bilingual and multicultural sessions (EN/ES/FR) for organizations in the beauty, retail, and wellness sectors.
- Clients consistently report stronger leadership confidence, improved communication across teams, and greater alignment between strategy and culture.
- Co-Founder, TEDxBethuneStreetWomen — New York City

EDUCATION & CERTIFICATIONS

- MBA, University of Miami, 2011
- BS, International Business and Marketing, University of Tampa, 2006
- ICF Certified Professional Coach (CPC), 2017
- Goleman Emotional Intelligence Coach, 2020
- Korn Ferry ESCI — Certified
- Energy Leadership Index Assessment — Certified Master Practitioner
- YPO Forum Moderator — Trained Facilitator

SKILLS, MEMBERSHIPS & CERTIFICATIONS

- Korn Ferry ESCI (Emotional and Social Competency Inventory) – Certified
- Energy Leadership Index Assessment – Certified Master Practitioner
- YPO Forum Moderator – Trained in discussion facilitation, meeting structure, and content design for executive peer groups
- Fluent in English, Spanish, and French

TEACHING & FACILITATION EXPERIENCE

- Northeastern University, D'Amore-McKim School of Business / New York, NY
- Designs and facilitates global executive trainings and leadership workshops across industries and levels.
- Delivers bilingual programs (English & Spanish) to multicultural audiences, including emerging leaders, sales executives, and cross-functional teams.
- Develops curriculum on leadership communication, emotional intelligence, conflict resolution, and mindfulness-based business performance.
- Regularly engages Fortune 500 professionals and senior executives in applied learning experiences linking theory to measurable behavioral change.

PROFESSIONAL EXPERIENCE

SV Empowerment

Executive Coaching | Leadership Development | Organizational Consulting.
Founder, ICF Certified Coach

New York, NY
October 2016 – Present

Leadership coaching and consulting firm partnering with executives, founders, and high-growth organizations to strengthen leadership effectiveness, strategic decision-making, team performance, and sustainable business growth.

Highlights & Specialties include:

- **Chief Wellness Officer, Little Words Project** – Lead corporate wellness and executive coaching programs for senior leadership; designed and facilitated training initiatives on time management, communication, conflict resolution, and performance feedback, improving team cohesion and leadership confidence.
- **Executive Coaching & Facilitation** – Provide 1:1 and group coaching for senior leaders across consumer, beauty, and wellness sectors. Programs emphasize emotional intelligence, accountability, and strategic communication to enhance decision-making and trust.
- **Leadership Training & Workshops** – Designed and delivered leadership and team development sessions for global audiences, including top-performing sales teams at L'Oréal.
- **Keynote Speaking & Learning Design** – Speaker at corporate and industry events on leadership, resilience, and culture; known for facilitating highly interactive, results-oriented experiences.
- **Mindfulness & Performance Integration** – Incorporates evidence-based mindfulness techniques and emotional regulation strategies to improve focus, self-awareness, and stress management for executives and teams.

L'ORÉAL USA

World's Leader Cosmetics/Beauty
Marketing & Branding Executive

January 2014 – January 2017
New York, NY

Led progressive marketing leadership roles across L'Oréal Professionnel and Matrix Professional brands, driving go-to-market strategy, brand positioning, and cross-functional alignment for multimillion-dollar portfolios. Partnered closely with sales, education, and creative teams to deliver consistent brand execution and measurable growth.

Key Achievements:

- **L'Oréal Professionnel** – Led U.S. launch strategy and brand management for new product lines; **trained and facilitated presentations for a 5,000-person national sales force**, translating brand vision into actionable retail execution. Developed integrated B2B and B2C marketing plans ensuring brand consistency, KPI attainment, and promotional sell-through tracking.
- **Matrix Professional Haircolor (\$125M brand)** – Directed marketing and promotional strategy, overseeing go-to-market plans for multiple product launches. **Achieved +6.2% year-over-year revenue growth**, expanding national market penetration and sustaining profitability through innovative sales programs and consumer engagement campaigns.

Collaborated with cross-functional leaders to streamline launch communication, elevate customer experience, and build cohesive brand culture across marketing and education divisions — experience that informs her leadership coaching practice today.

ELEMIS LTD | BLISS SPA
Leading British Luxury Skincare & Spa
Marketing & Public Relations

July 2010 – January 2014
New York, NY

Directed U.S. marketing and public relations strategy to expand brand awareness, drive growth, and position Elemis and Bliss as leading luxury skincare and spa brands in the American market. Oversaw brand communications, retailer partnerships, and digital campaigns across B2B and B2C channels.

Key Achievements:

- Developed and executed integrated marketing and public relations campaigns that **drove** +36% retail sales growth **and** +37% e-commerce growth **within one year**.
- Managed partnerships with Bergdorf Goodman, Nordstrom, and national spa partners, securing expanded retail distribution and consistent brand visibility.
- Spearheaded digital and influencer collaborations to elevate brand storytelling and online engagement across beauty.com, ulta.com, and leading spa networks.
- Collaborated with UK headquarters and U.S. leadership to align marketing strategy, messaging, and customer experience across all brand touchpoints.

NORWEGIAN CRUISE LINE
Global Cruise line
Marketing, Brand & Advertisement

June 2006 – July 2010
Miami, FL

Managed strategic marketing initiatives for the B2B channel representing 80% of NCL's business, focusing on partner engagement, brand consistency, and revenue optimization.

Key Achievements:

- Led the design and launch of **Norwegian Cruise Line University**, a global accredited training platform for travel agents, exceeding enrollment targets by **236%** and driving measurable partner engagement.
- Directed quarterly promotions and large-scale digital campaigns to a **1.8M-agent database**, increasing participation rates and conversion across key trade segments.
- Conducted in-depth competitive analysis and brand positioning projects to strengthen market share in North America and emerging markets.
- Partnered cross-functionally with sales and product teams to align B2B marketing strategy with overall brand growth objectives.