

NATHAN SEBBAG

Senior Marketing & Brand Manager

Brand Strategy. Innovation, Beauty, FMCG. Omnichannel Growth
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PROFILE

- International brand and marketing leader with experience across brand strategy, product innovation, omnichannel activation and commercial growth.
- Combines product development and NPD experience with consumer positioning, portfolio optimization, integrated campaigns and international market execution.
- Proven track record translating consumer and market insights into growth strategies, including the turnaround of a declining category from -15% to +49% worldwide sales growth.

SELECTED IMPACT

+49% on Body by SABON Campaign

Turned a declining category into +49% worldwide sales growth.

16 Campaigns | 12 Markets

Led integrated global-to-local campaign deployment across international markets.

N°1 DE CHANEL Product Development

Contributed to the development and international launch of a major global skincare innovation.

€603K Annual Activation Investment

Managed strategic allocation across Retail, Digital, CRM and E-commerce activation.

PROFESSIONAL EXPERIENCE

SABON - GROUPE ROCHER GLOBAL HQ HUB | Tel Aviv, Israël

EUR 250M+ revenue | Leading global retail and omnichannel strategy across 200+ stores and 12 markets

Global Omnichannel Senior Marketing Manager Jan 2026 – Present

Key Result: Led the strategic repositioning of the Body Moisturisers portfolio, reversing a -15% category decline into +49% worldwide sales growth through portfolio optimization, consumer-led positioning and a redesigned omnichannel go-to-market strategy.

- Own global omnichannel GTM and €603K annual activation investment across 16 campaigns, translating product and brand priorities into commercially grounded Retail, Digital, CRM and E-commerce plans across 12 markets and 200+ stores.
- Define each campaign's global activation strategy, consumer journey and commercial framework, partnering with Product Development, Creative, Retail and Digital teams to ensure a consistent and scalable worldwide rollout.
- Lead the development of HQ campaign playbooks, strategic toolkits and execution guidelines, defining the global standards for Retail activations, visual merchandising, CRM, Digital assets and local market deployment.
- Brief, challenge and validate cross-functional teams throughout campaign development, ensuring all global assets, retail materials and digital deliverables align with the campaign strategy before market launch.
- Partner with local markets to translate global strategy into commercially relevant local activations, providing strategic guidance while balancing brand consistency with local business opportunities.
- Establish campaign governance through KPI reporting frameworks, performance reviews and market feedback, using consumer and commercial insights to continuously optimize execution and future campaign strategies.
- Built AI-assisted strategic workflows to accelerate campaign ideation, consumer insight generation, competitive intelligence and marketing productivity across global teams.
- Manage 2 direct reports while leading cross-functional collaboration across Marketing, Activation, CRM, Product Development, Creative, agencies and international market teams, accelerating global asset delivery by 2 months.

Global Digital Marketing & CRM Manager Oct 2024 - Dec 2025

- Developed the global digital activation strategy for international campaigns, directing a 609K NIS annual digital asset creation budget to deploy launches across CRM, owned media, paid media, influencer marketing and digital touchpoints in 12 international markets.
- Created campaign-specific digital playbooks and activation toolkits, providing digital assets, strategic guidance, customer journey recommendations and execution standards for local marketing teams.
- Partnered with international markets throughout campaign planning and rollout, supporting localization while ensuring consistency with global objectives and consumer experience.
- Designed standardized reporting frameworks and KPI dashboards to monitor campaign performance, benchmark market execution and identify optimization opportunities across regions.
- Shared campaign best practices and market learnings across the organization, continuously improving digital execution and enabling stronger campaign performance worldwide.

Brand Activation Manager Feb 2023 - Sep 2024

- Orchestrated the rollout of 12–16 annual global omnichannel worldwide, partnering with local markets to translate HQ strategy into commercially relevant local activations.
- Developed comprehensive 360° activation toolkits covering Retail, Digital, CRM and in-store execution, enabling consistent campaign deployment across international markets.
- Led campaign onboarding sessions, workshops and 1:1 strategic review with local marketing teams, ensuring alignment on campaign objectives, execution standards and launch readiness.
- Coordinated cross-functional collaboration between Global Marketing, Creative, Retail, Digital and local market teams, streamlining campaign governance and improving execution consistency.

OPEAZ | Tel Aviv, Israel

B2B pharmaceutical tech platform supporting economic performance across pharmacy networks.

Freelance Marketing & Brand Strategy Consultant Oct 2025 - Present

- Led a strategic marketing mission to clarify OPEAZ's expertise and business value across pharmacists, pharmacy groups and pharmaceutical laboratories.
- Built a full B2B positioning architecture across 3 target personas, including pain points, brand core, tone of voice, proof packs and channel-specific messaging.
- Repositioned OPEAZ beyond a tool as an economic performance and commercial intelligence platform connecting data, field execution, sell-out, sell-in and ROI visibility.
- Developed a 12-month activation roadmap with phased KPIs across CRM, ambassadors, LinkedIn proof, lead generation, active pharmacies, market expansion, usage and retention.

ABBI CARE - ACQUIRED BY LABORATOIRES BOIRON FRANCE

AI-powered personalized skincare brand based on proprietary SkanMySkin skin diagnosis technology.

Marketing & Brand Manager May 2021 - Feb 2023

- Led the post-acquisition rebranding strategy and scientific positioning of an AI-powered personalized skincare brand.
- Managed a EUR 350K production budget supporting brand transformation, communication assets and commercial deployment.
- Translated AI skin analysis, personalization logic and active-ingredient recommendations into consumer and pharmacy-facing marketing strategy.
- Supervised a dedicated marketing and creative team within a broader cross-functional organization.

Key Result: Expanded retail distribution to 250 partner pharmacies, exceeding initial commercial objectives by 25%.

MAISON CHANEL, SKINCARE GLOBAL HQ | Paris, France

Global luxury leader in fragrance, beauty and skincare.

International Product Manager - CHANEL Skincare Sep 2019 - Mar 2021

- Supported global product development and launch strategy for the full N°1 DE CHANEL skincare line, coordinating product, formula, packaging and launch development across cross-functional teams.
- Managed primary-packaging development workstreams in collaboration with Packaging, R&D, Regulatory Affairs and Artistic Direction.
- Conducted international category, pricing and competitive analysis to inform product positioning and launch recommendations across key skincare markets.
- Translated scientific product performance and consumer insight into globally relevant product concepts and marketing narratives.

BIOSYNEX GROUP | Strasbourg, France

Euronext-listed international diagnostics corporation | EUR 100M+ revenue | 95 countries | 450+ employees

Product Manager - Exacto Portfolio 2016 - 2018

- Managed the lifecycle of rapid diagnostic and self-testing healthcare products within an international medical device's environment.
- Led strategic development initiatives for the Exacto HIV self-test portfolio.
- Created scientific training programs, commercial materials and educational content for 40+ sales representatives during national seminars.
- Collaborated with pharmacy networks and healthcare stakeholders to support product adoption and commercial performance.

EDUCATION

ESSEC Business School: Paris, France. QS Top2 Worldwide. Mastère Spécialisé® Marketing Management & Digital
University of Strasbourg - Faculty of Pharmacy | Strasbourg, France | Doctor of Pharmacy

LANGUAGES

English: Fluent | French: Native | Hebrew: Proficiency