

Katiana Castro Cortés

Sales & Client Development · CRM and high-profile client networks across the Middle East and Europe.

MBA · MSC MARKETING & BUSINESS · BHND



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PROFILE

Business manager within the luxury sector, across in-store and online sales.

I combine strong commercial acumen with a client-centric approach — building high-value relationships with VIP clients and supporting business growth. Passionate about fashion, fitness, and travel.

Sector experience Louis Vuitton, Saint Laurent, Gucci, Michael Kors, Hollister — UAE & Spain.

KEY ACHIEVEMENTS

€12M

Managed the highest-volume Hollister store in the world — over 50% of total UAE sales.

70%

Of total sales across two Louis Vuitton stores in the Mediterranean region, the highest-share store in EMEA.

5×

Built the company's highest-spending client at Wear That from scratch, reaching in one year the spend the previous record client took five years to build.

9+ mkts

Multicultural client experience across the Middle East, UK, US and Europe, on and offline.

EXPERIENCE

Senior Stylist — Client Development & Sales

AUG 2025 – SEP 2026

WEAR THAT, CHALHOUB GROUP · DUBAI, UAE

- Built the company's highest-spending client from scratch in under a year — the previous record client took five years to reach the same spend.**
- Drive sales performance and revenue growth across online and in-person channels, with a strong focus on KPIs, conversion, and client retention.
 - Manage and develop an international client portfolio across UAE and key regional markets, identifying opportunities to increase engagement, loyalty and client value.
 - Leverage CRM, client data, and AI-powered tools to analyze customer behavior, segment client profiles, and deliver targeted commercial opportunities.
 - Develop client engagement initiatives across digital and social channels to support acquisition, retention and sales.
 - Build long-term client relationships through a highly personalized approach, identifying individual needs and opportunities for repeat business.
 - Brought in a strategic event partnership with the Museum of the Future and Dubai Holding.

Personal Shopper & B2B Affiliate Partnerships

AUG 2024 – AUG 2025

THREADS STYLING, CHALHOUB GROUP · DUBAI, UAE

Managed a portfolio of 150+ clients across the globe, and won back a high-value client generating USD 90K+ in sales.

- Developed high-net-worth client relationships across the Middle East, UK, and US.
- Used CRM analytics and client segmentation to track client behavior, sharpen outreach, and identify growth, retention and client-value opportunities.
- Implemented digital and social strategies to enhance brand visibility and support sales.
- Built and ran B2B affiliate partnerships that expanded the network, brought in new clients and generated revenue growth.

Team Manager — Women's Category

JAN 2024 – JUL 2024

GUCCI · DUBAI, UAE

Led and developed a team of 7, with Women's Ready-to-Wear contributing 30–40% of total sales.

- Led performance reviews and set SMART KPIs, tracking progress via Workday.
- Activated, retained and grew the client base through clienteling tools.
- Collaborated with leadership and training teams to ensure Client Advisors had strong product knowledge and market awareness.
- Monitored category performance and proposed proactive actions to achieve targets.

Team Manager — Women's Universe, CRM & Client Development

AUG 2022 – DEC 2023

LOUIS VUITTON MARBELLA & PUERTO BANÚS · SPAIN

Oversaw the Women's category at ~70% of total sales across both stores — the highest-share store in EMEA.

- Coached and developed team members through tailored growth plans, driving performance and engagement.
- Led strategic initiatives to lift sales performance, through CRM, targeted training, visual merchandising and client events.
- Managed daily operations, including inventory, after-sales, compliance, scheduling, and health & safety.
- Engaged with global VIC clients through high-profile international and local events (e.g. Paris, Dubai, Courchevel, Fashion Weeks).
- Tracked and optimized sales performance, managing targets and budgets to consistently meet business objectives of two different stores.
- Identified and developed new business opportunities through strategic partnerships and high-value client acquisition.

Department Manager — Men's Universe, CRM & Client Development

JUL 2019 – JUN 2022

SAINT LAURENT · DUBAI, UAE

Managed and developed the Men's VIC portfolio — approximately 50% of the total VIC portfolio.

- Supported the buying team in shaping client-centric seasonal strategies through data analysis and forecasting.
- Held the VIC, brand ambassador and celebrity relationships across the Dubai Mall flagship and regional events.
- Delivered training across GCC markets (Kuwait, Doha, Abu Dhabi) on client segmentation, product knowledge, and sales strategies.
- Set and tracked sales targets and KPIs, driving team performance and exceeding benchmarks.
- Facilitated exclusive client experiences, including escorting a top Middle East client to Paris Fashion Week (Winter '22).
- Developed targeted client initiatives in partnership with CRM, Client Engagement, and Marketing teams, driving client development strategies and overseeing budgets for key client experiences.

Department Manager — Women’s Category

MAR 2018 – JUL 2019

SAINT LAURENT · DUBAI, UAE

Managed the Women’s category in the largest Saint Laurent flagship worldwide, and one of the highest-volume YSL stores in EMEA.

- Analyzed daily business trends to identify growth opportunities and implemented processes to exceed KPIs.
- Led the rollout and adoption of new CRM systems, training teams on clienteling strategies, targeted outreach and relationship-building techniques to strengthen client engagement and retention.
- Planned and delivered exclusive VIP events in close collaboration with the marketing team, enhancing client engagement and brand loyalty.

Assistant Store Manager

FEB 2016 – FEB 2018

HOLLISTER LLC · DUBAI, UAE

Ran the highest-volume Hollister store in the world — €12M store volume, over 50% of total UAE sales — leading a 27-person team.

- Met store targets through visual merchandising, staff development and data-driven decisions.
- Delivered regular business reports and presentations to senior management.
- Analyzed KPIs and market insights to optimize conversion, ATV, UPT, and client engagement.
- Consistently ranked in the top 3 globally for daily sales performance.
- Completed an immersive management training program focused on all facets of running a multi-million USD retail business.

EARLY CAREER

Manager in Training (MIT Program) · Hollister LLC, Dubai

NOV 2015 – FEB 2016

Assistant Store Manager · Aristocrazy, Madrid

JUL 2014 – MAY 2015

Sales Assistant · Michael Kors, Madrid — top three sellers in Europe

NOV 2013 – JUN 2014

EDUCATION

2016 – 2020

MBA

Distance Masters in Business Administration — EAE Business School, Madrid, Spain.

2013 – 2015

MSc Marketing & Business Management

Distance Masters — IMF Business School / CEU San Pablo University, Madrid, Spain.

2009 – 2013

BHND, Human Nutrition & Dietetics

Universidad Autónoma de Madrid, Spain.

Highly proficient in Microsoft Office. Strong presentation skills, written and oral, in both Spanish and English.

SKILLS & TOOLS

CLIENT & CRM

CRM systems · Clienteling tools · Client segmentation · VIP & VIC client management · Client retention · Client events · AI-assisted client tools

COMMERCIAL

Sales performance · KPI tracking · Conversion, ATV & UPT · Data analysis & forecasting · Budget management · B2B affiliate partnerships · Visual merchandising

LEADERSHIP & OPERATIONS

Team coaching & development · Performance reviews · Training delivery · Store operations · Inventory & after-sales · Workday · Microsoft Office