

## Business of Luxury Retail & Destination Summit - 3 September 2018

### Relationship between place attractiveness and retail tourism industry

#### Rodrigo Pizarro

*Managing Director Australia & New Zealand, L'Oréal*



Rodrigo Pizarro is an experienced senior executive with a proven track record of achievement within the L'Oréal Group.

Since joining L'Oréal Portugal as a Product Manager at the very start of his business career, Rodrigo's drive for commercial excellence and flawless execution-led to him to being appointed many high profile assignments in Portugal, France and Brazil.

Rodrigo has extensive marketing, sales and general management experience, with particular strength in gaining acceptance in new organisations. His strategic, yet hands on management style creates an environment where employees

embrace change and seek opportunities to grow.

His adaptability and drive saw him appointed as Country Manager of L'Oréal Australia & New Zealand in August 2014. During this time, Rodrigo has instilled a cultural shift in the Australian and New Zealand organisation through digital transformation. This includes the acceleration of the integrated CRM program, embedding the use of tracking tools to clearly monitor and measure share of social media buzz, and driving the development of the local L'Oréal Ecommerce business.

As a strong believer in his employees and leadership development, Rodrigo has a passion for shaping a work environment that is inclusive, diverse, collaborative that ultimately leads to brilliant results.

#### TIME & DATE

**Monday 3 September**

5.00pm - 8.00pm

[Add to your calendar](#)

#### LOCATION

**Mercedes Me Store Melbourne**

525 Collins Street

Melbourne VIC 3000

[View location on map](#)

#### TICKETS

**FACCI and CSPG Members: \$100**

Non-Members: \$120

*(Prices excl. GST)*

For any further information, please contact us at [event-vic@facci.com.au](mailto:event-vic@facci.com.au)

#### **BOOK YOUR PLACE NOW**