

JEAN-DIDIER ALLONGUE

GLOBAL RETAIL STRATEGY & BRAND EXPERIENCE LEADER

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Strategic retail experience executive with 15+ years shaping global brand environments, pioneering new retail models, and leading cross-functional initiatives across North America, E.U., EMEA, and APAC. Expert at translating brand vision into scalable retail concepts, operational frameworks, and customer-centric strategies that drive measurable business growth. Known for delivering insight-driven innovation, unifying global teams, and elevating customer journeys across physical and digital touchpoints.

CORE CAPABILITIES

- Retail Strategy & Brand Experience Innovation
- Global Multi-Channel Program Leadership
- Customer Insights & Analytics
- Concept Development → Launch Execution
 - Cross-Functional Influence (Design, Ops, Merch, CX, Marketing)
 - Experimentation & Rapid Iteration
- Strategic Storytelling & Executive Alignment
- Inclusive Leadership & Culture Building

EXPERIENCE

Head of Global Store Design & Retail Experience | Mammoth Brands (formerly HARRY'S INC)
NEW YORK, NY | JAN. 2019 – OCT. 2025

GLOBAL RETAIL STRATEGY • CUSTOMER EXPERIENCE • CROSS-FUNCTIONAL LEADERSHIP

BRANDS INFLUENCED

Harry's, Flamingo, Lume, Sears, Pep Boys, Genesis, GM, Chrysler, Fiat, Kia, Costco, Walmart, Target, Kroger, CVS, Walgreens, Game Stop, Hyundai, Amazon, Leapfrog, Xbox, AT&T, HTC, Under Armour, Microsoft, NSX, Mazda, Ann Taylor, T-Mobile

- Led the global transformation of Harry's retail experience across **36 retailers in 7 countries**, shaping how millions of customers discover and engage with the brand across physical and digital environments.
- Scaled the retail design and experience function **from 2 projects/year to 125+ annually**, establishing a global operating model that improved speed to market, reduced inefficiencies, and delivered **100% on time execution**.
- Directed the rollout of over **39,000 branded retail locations globally**, ensuring consistent brand expression while adapting to regional needs. Enhanced customer satisfaction and improved metrics with **+11% aisle traffic, +13% dwelling time, and +37% information retention**.
- Built and led a **high-performing global team**, unifying Store Design, Visual Merchandising, Retail Experience, and Supply Chain under a single strategic vision that elevated brand equity and strengthened commercial performance. Delivered equivalent output with a team size reduced by 30%, maintaining **100% On-Time, In-Full (OTIF)** delivery.
- Developed new retail concepts, merchandising frameworks, and in-store storytelling systems that increased visibility, improved navigation, and enhanced conversion across key retail partners. Achieved brand presence in **89%+ of all possible retail partners in the US, Canada, and the UK**, ensuring near-total market coverage in 36 months.
- Implemented data-driven methodologies to refine retail strategies and long-range planning. Developed a tiered creative approach that optimized resource allocation and **reduced project costs and timelines by up to 60%**. Created a comprehensive retail design toolkit with pre-design solutions for major retailers and markets.
- Partnered with leading technology organizations, including AWS, to **integrate AI into human-centered creative workflows**—elevating ideation quality, improving budgeting accuracy, and enabling scalable content creation through the development of specialized AI tools.
- Established a global **Center of Excellence for retail experience**, standardizing processes, toolkits, and guidelines that improved consistency, reduced costs, and **accelerated execution across markets by up to 50%**.
- Strengthened global vendor ecosystems, negotiating costs, improving quality, and ensuring scalable, repeatable solutions for multi-market deployment, resulting in **optimized resource allocation, project timelines, and costs by up to 60%**
- Championed a **culture of collaboration**, inclusion, and shared ownership, ensuring alignment across global teams and external partners.

PROFESSIONAL AWARDS

Global Retail Leaders Member

VSMD Advisory Board Member

Shop! Market Place Guest Speaker

Golden OMA 2024, 2022, 2020, 2019

A.R.E Award 2022, 2014

Global Shop Guest Panel 2014, 2019

RDI Store Design Award 2013

Addy Best of Show 1999, 2002

DuPont Imagineering Award

EDUCATION

MASTER'S IN
INDUSTRIAL DESIGN
ENSCI (École Nationale
Supérieure de Création
Industrielle)
Paris, France

FOREIGN STUDIES PROGRAM,
INDUSTRIAL DESIGN
University of Wisconsin – Stout
Stout, Wisconsin, USA

TOOLS

Cinema 4D
Vray
Key Shoot
SolidWorks
Onshape
Adobe Suite
Microsoft Suite
Google Suite

EXPERIENCE continued

VP, CREATIVE | EWI WORLDWIDE

DETROIT, MI | AUG. 2008 – DEC. 2018

RETAIL INNOVATION • BRAND EXPERIENCE • STRATEGIC PROGRAM LEADERSHIP

- Directed global retail strategy and brand experience programs for **Fortune 100 clients** across automotive, CPG, tech, and lifestyle categories.
- Oversaw all creative aspects of the company, including **retail design studio, social media, graphic design, vendor relations**, and the development of visual assets across multiple business units.
- Developed and launched integrated retail concepts across **diverse geographies**, ensuring alignment with brand vision while adapting to local customer behaviors.
- Led **strategic conversations with senior leaders** across disciplines, influencing long-range retail planning, customer-journey evolution, and brand-experience innovation.
- Built insight-driven frameworks to evaluate retail performance, identify opportunities, and guide strategic decision-making across channels.
- Managed complex, multi-market initiatives from ideation through launch, ensuring seamless cross-functional alignment and execution.
- Fostered **a culture of curiosity, experimentation, and continuous improvement** across global teams, achieving **near-100% staff retention** throughout my tenure.

Notable contributions include:

- Developed the now-iconic **Amazon "Fire Retail"** program.
- Re-invented **Sears Hometown** stores to become a local beacon of home styling.
- Created **Pep Boys' "Road Ahead"** retail concept, resulting in a lift of more than **26% in comparable-store sales**.
- Launched **Fiat, Genesis, HTC Phone, and Fisker Automotive** into the U.S. consumer market.
- Designed **HTC pop-up store**, helping to increase brand awareness by **21%**.

CREATIVE DIRECTOR | PROCESS DISPLAYS INC.

MILWAUKEE, WI | APR. 2007 – AUG. 2008

BRAND STRATEGY • CUSTOMER JOURNEY • RETAIL FUTURES.

- Advised global brands on retail strategy, customer-journey optimization, and future-of-retail innovation.
- Developed strategic roadmaps and special projects exploring new retail models, experiential concepts, and emerging technologies.
- Partnered with cross-functional teams to align brand, product, and retail strategies across markets.

EARLIER POSITIONS HELD

SR. INDUSTRIAL ENGINEER | DCI MARKETING | 2000 – 2007