

SZE LIN TEO

Brand & Marketing Leader | Brand Strategy & Governance | Multi-Market Brand Leadership
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SUMMARY

Brand and marketing leader with 15+ years defining brand strategy, positioning and governance across multi-market organisations in Asia Pacific, most recently as Regional Marketing Director at BVLGARI across 7 markets. Translates brand strategy into high-quality creative and experiences with measurable commercial outcomes, including client programmes achieving ~10x ROI. Experienced in leading teams and agencies, influencing senior global and regional stakeholders, and upholding exacting brand standards. Fluent in English and Mandarin.

KEY SKILLS

Brand Strategy & Positioning · Brand Architecture & Governance · Messaging Frameworks · Multi-Market Brand Consistency · Creative Direction & Briefing · Brand KPIs & ROI · Business Case Development · Integrated Marketing · Team & Agency Leadership · Senior Stakeholder Management · Experiential Marketing · PR & Communications

Languages: English (Native) · Mandarin (Proficient) · Cantonese (Proficient) · Korean (Intermediate)

WORK EXPERIENCE

Regional Marketing Director, BVLGARI (JWA), Singapore

01/2018 – 09/2026

- Led a regional marketing team of 11 across 7 South Asia-Pacific markets, owning brand strategy, budgets and regional operations within a global matrix organisation.
- Adapted global brand positioning and messaging for 7 markets, applying brand governance so that guidelines and visual identity were upheld consistently across markets, channels, agencies and partners.
- Translated brand strategy into clear creative briefs and oversaw high-quality output across campaigns, events, PR and digital, approving agency and supplier work against HQ brand standards.
- Led concept development with agency partners and delivered landmark High Jewelry destination experiences, consistently achieving ~10x ROI, including Siem Reap 2025 (85 HNW client couples) and Bhutan 2019 (60 HNW client couples).
- Led integrated 360° campaigns, including the regional Magnifica High Jewelry campaign, the high-profile Serpenti Light Up activations in Singapore (2019) and Thailand (2022) and the MBS Sands Theatre activation (2021), building brand desirability and earned media value.
- Led BVLGARI's digital brand experience, including the 2020 e-commerce website launch and a digital High Jewelry catalogue developed during COVID to keep HNW clients engaged when in-person events were not possible.
- Directed PR, celebrity and KOL strategy, using Klear for influencer selection, performance tracking and social listening.
- Secured thought-leadership exposure for senior leadership, arranging CEO interviews on Bloomberg and CNBC Asia.
- Tracked KPIs and ROI for campaigns and events using agency performance and analytics reporting, refining future brand activity.

Regional Marketing Director, BENEFIT COSMETICS, Hong Kong

06/2013 – 12/2017

- Owned full marketing strategy, annual budget allocation and regional KPIs across 13 APAC markets, maintaining brand consistency while enabling local relevance.
- Led the strategic e-commerce relaunch in China (2016), building the business case and a scalable go-to-market framework that drove new-to-brand customer acquisition and measurable revenue growth.
- Directed external agency partnerships and regional communications strategies for seamless campaign execution across digital and retail channels.
- Created and delivered an integrated regional digital video content series, strengthening brand narrative consistency and audience engagement across Asia Pacific.

Regional Category Manager, PARFUMS CHRISTIAN DIOR, Hong Kong

05/2012 – 05/2013

- Set the regional category strategy for Make-Up & Fragrance across South Asia Pacific, using market research and consumer insights to localise go-to-market plans.

Area Manager, L'ORÉAL (Scental), Hong Kong

02/2010 – 04/2012

- Managed a multi-brand travel retail portfolio (Biotherm, Shu Uemura, Kiehl's) across Korea, Japan and Mid-Pacific, achieving HK\$920M in annual revenue and +28% YoY growth.

Earlier Career

- **Marketing Manager, L'ORÉAL, Hong Kong:** led a team of 6 delivering 360° campaigns, celebrity endorsements and PR for Garnier and Maybelline

- **Group Product Manager, L'ORÉAL, Singapore:** supervised 2 product executives on 360° campaigns and consumer activations
- **Assistant Product Manager, SAMSUNG ELECTRONICS, Singapore:** consumer electronics campaigns, trade promotions and pricing
- **Assistant Manager, SAMSUNG ELECTRONICS HQ, Seoul:** regional CRM strategy and go-to-market for Southeast Asia

EDUCATION

Master of Arts, International Commerce — Korea University

Bachelor of Business Administration (Honours), Second Class Upper — National University of Singapore