

Victor N. Essoka: Recommendations

www.mycareerhighlights.com/victoressoka

"I've had the distinct honor of knowing Victor both as a close friend and as a fellow Board Member of the National Black MBA Association. Victor is a consummate professional and business executive with unparalleled vision and passion for excellence. Victor is a natural strategist with expert knowledge in branding and consumer behavior. Some of Victor's traits include his ability to make tough decisions and deliver strong results in any tough environment as well as his ability to make everyone else around him better. Victor believes that a leader who makes it to the top alone has no followers. His deep interest in developing top talent is a natural for him. There's no better honor than to have the distinct opportunity to write this brief letter of recommendation for Victor. There are "Smart" people indeed, and Victor is on top of that list." *October 7, 2009*

Arthy Oparaji, Program Director, Mail Services Finance, Pitney Bowes Inc
was with another company when working with Victor at Essoka Enterprises, Inc.

Senior Vice President

Redcats USA

"Victor had been given the demanding task to create and manage a team that will launch and develop the sales of La Redoute in the USA: La Redoute is a very famous French Brand selling fashion and woman's apparel and accessories, the Nr 1 on the french market in 2001 for womans apparel and also N1 catalog company in France, at last the most important Brand of the Redcats Group. Victor did succeed in integrating its team into Redcats USA and proved he was an excellent manager for his team: he created and adapted a difficult supply chain as the goods were coming from France. He launched a website using the Redcats USA web platform and motivated the whole shared teams in Redcats USA to work for La Redoute success. We worked together on defining the new positioning of La Redoute in 2004 after a very professional research by Retail Forward and he reshaped the new La Redoute catalog, showing his ability to learn and adapt fast to the new requirements. At last he is an excellent Direct marketer and very creative promotions and gifts were created with his leadership. Victor is certainly a team player and a multi cultural leader whose insights and proposals into the La Redoute International team of general managers was very valued. I recommend him highly for a future general manager position and will be happy to work again with him."

October 9, 2009

Olga VILLANO, Senior V.P. Strategy, Marketing and Development, REDCATS GROUP
managed Victor indirectly at Redcats USA

“I had the honor and pleasure of working with Victor for three years at La Redoute USA, a division of Redcats USA. Victor is an exceptional leader and an industry expert. His extensive knowledge of the apparel macro and micro environment stands out and is extremely valuable in today’s business world, positively affecting any firm’s growth and profitability. Additionally, his leadership is even more effective as he possesses the unique ability to relate to people, to effectively communicate and motivate his teams, and to thus drive better results. Victor has a genuine passion for people and his deep care for his team members is evident despite the daily pressures experienced by any organization. He believes in a flat structure of the organization, in collaboration across all levels, allowing people to thrive and contribute freely to the growth of the firm. Victor has always been one of the most admired executives at Redcats USA.” *October 8, 2009*

[Mihaela Giurgiu](#), *Senior Marketing Analyst, Redcats USA*
worked indirectly for Victor at Redcats USA

“I was a colleague of Victor’s for almost 5 years at Redcats USA. First of all I’d like to say that Victor is one of the most intelligent people I’ve had the pleasure to work with in my 25 years of retail. He is not only an A list marketing talent, but a true business leader. Victor was always on top of the industry trends and has an in-depth knowledge of the catalog industry and most importantly e-commerce. He is a talented and motivational leader that won the respect of his team, his peers, and the management of the organization through his hard work and ability to manage all levers of the business. Victor truly understands how to drive a business, makes well thought out, smart decisions based on experience and systematically sorts through the many variables affecting his business to focus on what is important. As a fellow brand leader at Redcats Victor was always my sounding board for tough decisions and the person I would seek out when I needed the opinion of someone I could always trust. I would recommend Victor without reservation to any organization that is looking to hire one of the top talents in the industry.” *October 8, 2009*

[John Mallon](#), *SVP Merchandising - Brand Manager of Chadwick's, Redcats USA/PPR*
worked directly with Victor at Redcats USA

“Victor is an amazing manager who offered me the opportunity to grow in my career. Victor is focused on the long-term strategy of the brand, on its image and processes, always looking for the return on the investment and for eliminating inefficiencies. Victor is a leader with commendable qualities, who is highly dedicated, supportive of his teams and strives passionately to create a collaborative and participative environment. I highly recommend Victor for his outstanding professional skills and his exceptional personal qualities, for his vision, his work ethics and his generosity.” *October 6, 2009*

[Alvaro Larrain](#), *Director of Inventory, Redcats USA*
reported to Victor at Redcats USA

“Victor’s ability to lead organizations and teams through expert power has made him a highly effective executive. Victor has mastered cultivating in others unlimited creativity, dedication, and excellence. He is often admired for his integrity and his exceptional ability to drive business results and strategy. Having worked closely with him, I have always admired his ability to problem solve and communicate across all levels of an organization. Victor’s intelligence as a marketer and strong work ethic are absolutely contagious.” *July 24, 2009*

[marie malette](#), *Director of Marketing, Redcats USA-La Redoute USA*
reported to Victor at Redcats USA

“What is there not to say about Victor? Not only does he have a superior business mind to manage the financial and logistical details, but he has the vision and leadership to build (or re-build) a brand from scratch into a thriving concern. He's like a Pied Piper in that star employees and colleagues want to follow him around since they know whatever he's involved with will be a success. A multi-channel brand leader, Victor dominates marketing (direct, online, catalog, advertising, branding, etc.) merchandising, product development, logistics, customer care, supply chain... you name it. And he embraced Internet early to add to his deep expertise in catalog and retail. I can't recommend him more strongly: any company would be fortunate to have him on their executive team, and any employee would be lucky to have him as his or her boss, and any colleague would be delighted to work alongside him.” *May 7, 2009*

[Michele Bartram](#), *VP eCommerce, Redcats USA*
worked with Victor at Redcats USA

“Victor is a great leader, with great business awareness. In the 4 years I worked with him, I was impressed with his organizational skills and his abilities to run a business, and his emphasis on Branding and Strategy. Victor can motivate his troops like no other. I have learnt a lot from him and I would recommend Victor to any organization looking for a visionary leader.” *January 11, 2009*

[Mickael Soleau](#), *Marketing Director, La Redoute USA, Redcats USA*
reported to Victor at Redcats USA

“Victor is a great leader within the Redcats organization. He is a real visionary in regards to the future direction of retail marketing & and seamlessly blends that with an unmatched current understanding of his brand and audience. Not to mention, he's a nice guy too!” *April 18, 2007*

[Jonathan Starets](#), *Director of Sales, SmartReply*
was a consultant or contractor to Victor at Redcats USA

Senior Product Manager
Reader's Digest

“Victor is creative and analytical. He is an expert at direct response market and knows how to drive business results. Victor is not afraid to jump into detail. At Reader's Digest Victor put forth great suggestions on how to restructure the business to better account for consumer affinities. Victor is a team player; he is concerned more with the health of the business than is with personal achievement. Victor is one of my all-time favorite clients.” *October 6, 2009*

[John Cherrie](#), *Quantitative Analysis Product Line Manager, Reader's Digest*
worked with Victor at Reader's Digest