

# Emanuel Perdis

## *Managing Director Napoleon Perdis*

Emanuel Perdis is the Managing Director and co-founder of Napoleon Perdis Cosmetics, directing the operations of Australia's most successful premium cosmetics brand.

In 1995 the first concept store was opened in Paddington, Sydney, and ever since, Emanuel's business acumen combined with his brother Napoleon's entrepreneurial passion for cosmetics has resulted in consistent double-digit business growth for the Napoleon Perdis Cosmetics brand

Today, the company is worth over \$80M and boasts over 72 concept stores and over 4,500 locations including David Jones and Target across Australia and New Zealand. In the United States, the brand has two concept stores including the vibrant Napoleon Perdis flagship store on Hollywood Boulevard, and is represented at 500 Ulta department stores, as well as many other major retailers.

A strong advocate of results-driven leadership, education and personal growth, Emmanuel is passionate about educating, empowering and motivating young people - not only his staff but also Napoleon Perdis customers. He takes great pride in having the highest staff retention rates for any business in the retail and cosmetics industry in Australia and currently manages more than 600 staff.

Emanuel speaks on a number of topics including effective leadership, negotiating in the workplace, dealing with generation Y and Z employees and family businesses. His most popular presentation is 'From Rags to Runway'. The building of a family cosmetic empire is an exciting and riveting story and Emanuel is a wonderful speaker who is more than willing to share his start-up secrets to inspire and encourage others. He has a holistic business perspective that allows him to connect with audiences across all walks of life.

As well as his pivotal role with Napoleon Perdis Cosmetic and an in-demand speaker, Emanuel Perdis is also an inspiring and passionate executive coach, mediator, mentor, trainer, a registered homeopath and an accredited counsellor from the Australian College of Applied Psychology.

Emanuel is also passionate about Corporate Social Responsibility and has recently pioneered a Social Outreach program for Napoleon Perdis Cosmetics that is spearheaded by their association with Ovarian Cancer Australia.

## **Client Testimonials**

Thank you for your cheerful and liberating presentation last night, we have had an overwhelming response.

### **UBS Wealth Management**

Emanuel not only engaged and inspired the diverse audiences we placed before him, but he was also able to provide solid business acumen that left our attendees feeling empowered. Many thanks to Emanuel for making our five events shine.

### **Heidelberg Graphic Equipment**

Emanuel was and is the best presenter the Business Enterprise Centre has ever had the pleasure to present. He was extremely personable, was happy to accommodate many photos sought by our attendees. We couldn't recommend him highly enough!

### **Central Coast Business Enterprise Centre (CCBEC)**