

CURRICULUM VITAE

BENOIT NADEAU

PERSONAL DATA

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Nationality: Canadian
Languages: English, French, Spanish and basic Thai

ACADEMIC BACKGROUND

1988 McGill UNIVERSITY, Master of Business Administration (MBA), *Canada*

McGill is world renowned for academic excellence; it has consistently been ranked as Canada's top university and among the world's 20 best (QS World University Rankings).

1986 UNIVERSITE DE MONTREAL, Master of Economics (Msc), *Canada*

University of Montreal is Canada's leading French institution of higher education; it is the country's second largest University and is consistently ranked in the world's best 100 and among the top 5 French language universities (QS World University Rankings).

1984 CONCORDIA UNIVERSITY, Bachelor of Commerce (Bcom), *Canada*

Concordia is one Canada's most innovative, diverse and comprehensive universities and its business school is consistently ranked among the best in the country.

ACADEMIC EXPERIENCE

2012 – PRESENT KHON KAEN UNIVERSITY (KKUIC), Lecturer, *Thailand*

As a faculty member, my role is to prepare, teach as well as perform academic and administrative duties for the International Marketing and Global Business programs of the International College (KKUIC). Courses given include: Global Marketing Management, Consumer Behavior, Entrepreneurship, Electronic Business Strategy and Cross Cultural Management.

2000 - 2006 FLEISHMAN HILLARD – TORCHIA COMMUNICATIONS, *Canada*

For these leading marketing and public relations companies (see next page for description) was responsible for designing and carrying out business communications and media training programs, for corporate executives, sports and entertainment celebrities.

1991 - 1994 JOHNSON & WALES UNIVERSITY, Lecturer, *USA / Netherland Antilles*

As a faculty member of this leading American business and hospitality school, taught with one of the highest student/faculty rating, Marketing, Finance, Macroeconomics and Microeconomics.

BUSINESS EXPERIENCE

2008 - 2011 BCYR International Ltd, Managing Director/Partner, Phuket, Thailand

BCYR International limited was an entertainment company providing event marketing services.

Responsibilities and Achievements: Managed the business from start-up to maturity.

- Set up and overall management of a popular hospitality and entertainment venue.
- Provided business consulting services to travel, tourism and leisure companies.

2007 BURSON-MARSTELLER (WPP) Managing Director/Country Manager, Singapore

Burson-Marsteller, is a leading global marketing communications consultancy (Global ranking 6th “2016 Holmes Report”), it’s network consists of 73 wholly-owned offices around the world. In Asia Pacific B-M is a market leader and Singapore is the hub for South East Asia.

Responsibilities and Achievements: Led the Singapore operation and participated in regional and international initiatives.

- Surpassed revenue and margins beyond established targets.
- Oversaw the practice leaders on regional accounts and business developments.
- Provided counsel for: Hewlett Packard, SAP, Singapore Tourism Board and Numico.

2004-2006 FLEISHMAN HILLARD (Omnicom), Senior Vice President/GM, Canada

F-H is consistently ranked among the top three Public Relations agencies in the world (Global ranking 3rd “2016 HR”). With more than 85 offices in 30 countries, it is the largest network of communications experts and has been ranked #1 in client satisfaction for more than a decade.

Responsibilities and Achievements: Managed the Eastern Canadian operation, while developing and supporting regional, national and international client programs.

- While revenues increased by 33% and profits doubled, designed the agency’s action plan, expanding the size, scope and strategic content of marketing services.
- Designed and implemented crisis management and media training modules.
- Clients counseled included: Astra Zeneca, Marriott Hotels, BBDO, British Consulate General, Caterpillar, Canadian Egg Marketing Association, Frito Lay, Gatorade, Hospira, Mercer Human Resources, McCain Foods, Mitsubishi, NHL, Novartis, Pepsi, P&G, Pfizer, Shred-it, US-visit (Homeland Security), Yellow Pages and Wyeth.

2000 - 2004 TORCHIA COMMUNICATIONS, Senior Vice President, Canada

Torchia was created out of Edelman PR’s event marketing division. Headquartered in Montreal, this marketing agency was ranked first in events and sponsorship communications in Canada.

Responsibilities and Achievements: Managed and involved in all facets of the firm.

- Designed in conjunction with the president, the agency’s strategic direction.
- Directed the marketing communications, event, sponsorship and public affairs, for Imperial Tobacco Ltd, the category leader and largest PR account in Canada.
- Developed cutting edge media and direct marketing initiatives and worked with clients such as; Agropur, Labatt Breweries, L’Oreal, Norshield Financial Group, The Montreal Gazette, Tidan Group, Molson Indy Montreal, Rogers Video and Stanstead College.

1998 - 2000 EDELMAN PUBLIC RELATIONS, Vice President, *Canada*

With 65 offices across the globe, Edelman is the world's largest private PR firm, it is also consistently ranked in the top 3 (Global ranking 1st "2016 HR") communications agencies.

Responsibilities and Achievements: Directed several of the the firm's major accounts, initiated strategic planning and business development efforts.

- Responsible for the firm's biggest Canadian client; Imperial Tobacco Ltd. Led account groups, managed the integrated marketing communications programs of the Player's, duMaurier and Matinée trademarks as well as their related arts, entertainment, sports and motor racing programs. Also implemented crisis and issues management initiatives.
- Gave strategic direction and counsel for key accounts, including: British American Racing (Formula 1 team), Brown & Williamson's Team Kool Green (Indy Car Racing), Copernic.com, Canadian Millennium Scholarship Foundation and Teleglobe.

1991- 1997 C.M.M.S. President and Managing Partner, *Netherland Antilles*

Caribbean Marketing and Management Services N.V. was a leading regional consulting firm, providing management, marketing and agency services, to local and multinational corporations.

Responsibilities and Achievements: Founded and managed a profitable integrated agency while being its principal consultant, servicing a diversified international client base, driving business development, recruiting, training and supervising associates and services providers.

- Provided business planning, advertising, sales and promotional strategies to The Royal Dutch Shell Group, Kimberly-Clark, Johnson Wax, Les Fromageries Bel, The ING Group, Sumitomo Corporation, Antillaanse Verffabriek. and Philipsburg Utilities (Servistar-True Value).

1991 - 1995 THE ST.MAARTEN GUARDIAN, Columnist/Journalist, *Netherland Antilles*

The Guardian was the number one daily newspaper on St.Maarten/St Martin and a leading publication of the Netherland Antilles.

Responsibilities and Achievements: Wrote a weekly column titled "Talking Economics with Benoit Nadeau", which covered a wide variety of local and international economic and business issues. Also wrote articles for regional business and tourism magazines.

1988 - 1991 L'OREAL CANADA, Brand Manager, *Canada*

L'Oreal S.A. is the world's number one cosmetic and beauty-aids company, its Canadian operations headquartered in Montreal is also the country's market leader.

Responsibilities and Achievements: Led brands, managed product lines, implemented marketing strategies and interacted with stakeholders.

- Successful brand management as evidenced by sales growth and market penetration for leading product lines: Studio Line, Ralph Lauren, Plenitude, Ultra Rich, and Vanderbilt.
- Designed effective advertising, promotional and trade activities while managing the creative process for major launches, brand developments and events.

