

BENOIT NADEAU CV 2022

PERSONAL DATA

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

Top tier academic background, 25 years of world class business experience; as senior executive manager and lead advisor of multinational organizations, as entrepreneur, investor, communicator and journalist, plus 15 years of professional distinction in higher education.

EXPERTISE

Marketing communications, cross cultural management, strategy formulation, international relations, business development, sponsorship, consulting, public speaking and creative writing.

EDUCATION

- 1988 McGill University, Master of Business Administration (MBA), *Canada***
Renowned for academic excellence; it is ranked 27th best in the world (QS).
- 1986 Université de Montreal, Master of Economics (MSc), *Canada***
World leading French language institution, it is ranked 88th best in the world (THE).
- 1984 CONCORDIA UNIVERSITY, Bachelor of Commerce, Economics (BCom), *Canada***
Innovative, diverse and comprehensive its business school ranks 78th in the world (QS).

ACADEMIC EMPLOYMENT

- 2022 – Present: International College, Khon Kaen University, *Thailand***
Assistant Dean for Communication and International Collaboration
Develop marketing communications strategies, oversee campaigns and leverage international relations and academic collaborations to expand the reach of the College.
- 2012 – Present: International College, Khon Kaen University, Senior Lecturer, *Thailand***
As a teaching professor, faculty and curriculum member; designed and taught 14 different marketing, management and entrepreneurship courses, provided advisory and academic services for the Business Administration Division, its programs and students.
- 1991 – 1994: JOHNSON & WALES UNIVERSITY, Assistant Professor, *Latin America***
As a faculty member of this leading American business and hospitality school, taught (Latam campus) with the highest student/faculty rating: economics and finance courses.

NON-ACADEMIC EMPLOYMENT

- 2008 - 2011 BCYR International Ltd., Managing Director and Partner, Thailand**
Co-created and managed a new F&B venture from start-up to maturity and sale.
- 2007 Burson-Marsteller (WPP) Managing Director and Market Leader, Singapore**
Led the Singapore operation for what was the # 5 (Holmes Report) ranked global marketing communications consultancy and participated in South East Asian client initiatives for: Hewlett Packard, SAP, Singapore Tourism Board and Numico.
- 2004 - 2006 Fleishman Hillard (Omnicom), Senior Vice President and GM, Canada**
For what was the #3 (HR) ranked global public relations agency, managed operations, while developing and supporting regional, national and international client programs for companies like: Astra Zeneca, BBDO Worldwide, British Consulate General, Caterpillar, Frito Lay, Gatorade, Mercer Human Resources, Marriott Hotels, McCain Foods, Mitsubishi, NHL, Novartis, Pepsi, P&G, Pfizer and US-visit (Homeland Security).
- 2000 - 2004 Torchia Communications, Senior Vice President, Canada**
Led the consultancy practice for the #1 sponsorship communications agency in Canada, worked with major brands across North America, on international professional sports and lifestyle events, including; motor sport teams and races, tennis and golf tournaments, music and comedy festivals, concerts, performances and fashion shows.
- 1998 - 2000 Edelman Public Relations Worldwide, Vice President, Canada**
For the world's #1 ranked global communications agency, directed and supported several of the the firm's major accounts including: Imperial Tobacco and its various brand sponsorships, British American Racing (F1), Canadian Millennium Scholarship Foundation, Stanstead College, Labatt Breweries (Interbrew) and managed communications and media training programs, for executives, athletes and celebrities.
- 1991- 1997 C.M.M.S. President and Managing Partner, Netherland Antilles / Latin America**
Founded and managed a successful integrated marketing agency servicing a diversified international client base: The Royal Dutch Shell Group, Kimberly-Clark, SC Johnson, Les Fromageries Bel, The ING Group, Sumitomo Corporation and Servistar-True Value.
- 1991- 1995 THE ST.MAARTEN GUARDIAN, Columnist/Journalist, Latin America**
For this leading daily publication of what was the Netherland Antilles, wrote on regional and international economic, business and tourism issues, also contributed articles for regional business and travel magazines.
- 1988 - 1991 L'OREAL CANADA, Brand Manager, Canada**
For the world's number one cosmetic and personal care organization, managed several leading brands and product lines, while implementing cutting edge marketing initiatives.