

Pierre BLANC

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SUMMARY OF QUALIFICATIONS

Trilingual Business Developer with experience in Marketing, Communications, Logistics and Consulting. Lived in Africa, South America, USA and Europe. Have comprehensive knowledge of the fair trade and microfinance worlds and a proven ability to plan and implement complex business projects involving diverse cultures.

EDUCATION

1998 - 2000	ESSEC MBA in Marketing & Strategy	Paris, France
1994 - 1998	Cornell University B.S. in Economics and Business	Ithaca, New York

EXPERIENCE

2005 - 2007	MARKETING & COMMUNICATIONS MANAGER IBM	Paris, France
	<ul style="list-style-type: none">• Prepared annual and quarterly Marketing plans• Rolled out Marketing plans (conferences, events, seminars, telemarketings, mailings, web site, internal and external communication, market intelligence)• Developed and maintained relationships with clients and suppliers (call for tenders, negotiation, selection and collaboration)• Worked with IBM Retail Industry Sales Director and his extended Sales team	
2001 - 2005	SUPPLY CHAIN & MARKETING CONSULTANT PricewaterhouseCoopers (acquired by IBM)	Paris, France
	<ul style="list-style-type: none">• TOTAL: trained in the Congo and in Angola 600 local and expatriate employees to the use of the SAP Logistics and Purchasing module• SHELL: evaluated, modified and implemented Sales and Logistics processes• REXAM: trained to the SAP Purchasing, Logistics and Production modules• PricewaterhouseCoopers: organized, managed and deployed alongside French Marketing Director the company's new brand identity (PwC Consulting) in France	
2000 (5 months internship)	BUSINESS DEVELOPER Come & Stay (CRM and Internet Start-up)	Paris, France
	<ul style="list-style-type: none">• Developed partnerships with email address vendors and buyers• Directed emailing campaigns	

OTHER INTERESTS

Fair Trade	<ul style="list-style-type: none">• Paris Equitable: Organization for the promotion of Fair Trade and products carrying the Max Havelaar label in the Paris region. (www.parisequitable.org)– assisted and communicated for Max Havelaar during the 2007 French Fair Trade Forum– accompanied and translated for Dominican Republic Fair trade producers– organised conferences at prestigious French Schools (ESSEC, Ecole Normale Supérieure)– sensitized hundreds of clients in retail Stores, local markets or firm headquarters
University alumni	<ul style="list-style-type: none">• American University Clubs of France: club which brings together the alumni associations in France of 40 leading American universities. The AUC structure provides a platform for exchanging ideas and providing mutual support.Vice-President (www.aucfrance.net)
Travel	<ul style="list-style-type: none">• Fourteen years spent in the US, eight years spent in France, eight years spent in Africa and multiple trips to Europe, South America and Asia