



03/2019

Daniel NABONNE / Expert in International Business & Marketing

OHIO STATE UNIVERSITY (USA) MBA Graduate in Marketing and International Business Management, I account for over 40 years of professional experience in the international field, both in France and abroad, in charge of responsibilities which led me to various countries from Latin America to the Persian Gulf and Asia, at top managerial positions, with multinational automotive groups such as RENAULT (truck manufacturer) and PSA (Peugeot - Citroën).

Based on this experience, after managing for some years a French SME of the automotive sector, I founded AXExperts International, an International Development consulting firm more specifically dedicated to assisting SMEs for their implementation in emerging countries.

A few years later, I founded ISC Services, another consulting firm specialized in International Trading activities (Import-Export) and International Sourcing as a diversified and complementary activity to AXExperts International.

Nowadays, those activities of both AXExperts International and ISC Services have spread over newly integrated countries to the European Union, more specifically those of Central Europe as well as Turkey. As a resident in Peru since the beginning of 2008, I have extended this field of intervention toward South American countries.

I have been teaching in Business Schools, Universities and Vocational Training programs in France and Peru until December 2012 and currently teaching in France and China, among the most prestigious universities and vocational training institutions about topics related with International Negotiation and Contract Management, Cross-Cultural Management, Global Marketing, International Financing, as well as International Trade Regulations and techniques.

CURRICULUM VITAE

1 - EDUCATIONAL BACKGROUND

Bachelor of Science in Business Administration Ohio State University (USA) - 1971

Major: Marketing & International Trade

Master of Science in Business Administration Ohio State University (USA) - 1972

Major: Marketing & International Business Management

Currently undertaking a PhD in France at the University of Poitiers (Cross Cultural Management)

2 - LANGUAGES

- **French:** Native language
- **English:** bilingual written and spoken
- **Spanish:** bilingual written & spoken
- **Italian:** basic

3 - FIELDS OF SPECIALIZATION

International Development Consulting

- Internationalization strategies
- International development financing
- Know-how & Technology transfer - Joint Ventures – Mergers & Acquisition
- International Contract Negotiation
- International Marketing
- International Sourcing (international purchasing operational procedures)
- International Trading Techniques & Regulations

4 - MAIN FIELDS OF EXPERTISE

- Internationalization strategies (export, local establishment)
- Industrial, commercial, financial and technical international cooperation project co-ordination
- International project management financing
- International contract negotiation (industrial, financial and technical co-operation, joint ventures), commercial contract, Import and Distribution contracts
- Financial analysis - Economical Feasibility Studies
- Market Surveys
- Vocational training management programs
- Business school and University lecturing.

5 - CURRENT POSITIONS

- **General Manager**, in charge of International Project Development with AXExperts International - Managing Director of ISC (International Sourcing and Consulting), Austrian registered consulting firm specialized in International Sourcing and Development.
- **Member of the Board of CGI-SAI** (Confederation for International and Wholesale Trade - International Assistance Consulting Firm Association)
- **International Consultant Certified Expert** with SEMMARIS (Rungis-Paris Wholesale Market (Engineering for wholesale distribution of food products))
- **University and Business School Professor** in France & China - International Business Management / International Negotiation & Contract Management / Franchising / Global Marketing / Cross Cultural Management / Business Planning

6 - PROFESSIONAL EXPERIENCE

Since 1992: **AXExperts International (France & Peru) & ISC Services**

Consulting firm specialized in International Development

Founder & General Manager

Foreign market analysis - Economical Feasibility Studies

Such services are applicable to any export, technical co-operation, know-how and technology transfer licensing agreement & establishment of joint ventures as well as import/distribution network set up projects.

Internationalization Strategies

Consulting assistance to European and foreign SMEs during the initial stage of investigation for identifying and selecting potential commercial and industrial partners.

Negotiation of corresponding terms and co-operation with project follow-up.

Countries

- **Europe:** Germany - Belorussia - Spain - Great Britain - Italia - Rumania - Czech Republic - Slovakia - Turkey
- **Asia:** China (PRC & Hong Kong) - South Korea - Thailand
- **Africa:** North Africa (Algeria - Morocco - Tunisia - Lybia)
- **Amérique Latine :** Argentine - Brésil - Pérou - Uruguay

Main fields of activity:

- Automotive industry (sub-contractors) / Mechanical and Plastic Industries
- Agro food industry (dairy products) / Food industry (non-alcoholic drinks - Cattle)
- Wood industry (furniture manufacturing)
- Textile industry
- Pharmaceutical industry & laboratories
- Advertising / Urban furniture

1991 - 1995 : **OCIFT (France) - MEDEF**

French public organization in charge of promoting and developing industrial co-operation and investment projects between French and Turkish SMEs.

Expert Consultant.

Economical Feasibility Studies - International Financing & Banking - Legal assessment and negotiation for the establishment of Joint Venture

1991 : **HPI (Hôpitaux de Paris International – AP.HP (France)**

Hospital engineering assistance for the implementation and organization of turnkey hospital projects in the Middle East and Persian Gulf areas. Subsidiary of « Assistance Publique - Hôpitaux de Paris »

International Development Manager

1988 - 1990 : **AUTOMOBILES PEUGEOT (France)**

Automotive Production & Marketing

Middle East Regional Manager based in Saudi Arabia.

In charge of coordinating the PEUGEOT dealer network (Sale and After Sale) as well as elaborating and implementing Peugeot Group marketing strategy in the area.

1982 - 1988 : **COMMEINHES AMBULANCES (France)**

Chairman of the Board and CEO (majority shareholder).

French SME, leader in its field, specialized in intensive care unit (ambulance) conversion and the manufacturing and marketing of first aid equipments.

1978 - 1981 : **AUTOMOBILES PEUGEOT (France)**

Automotive Production & Marketing

East Africa Area Manager based in Paris

PEUGEOT industrial project promotion, negotiation, establishment and follow up in the area (Kenya - FIAT project in Zambia - Mozambique)

1973 - 1977 : RENAULT VEHICULES INDUSTRIELS (France)

Truck Manufacturer

- Representative of the Company, based in Libya (1973 - 1975)
- Area Manager for Iran/Afghanistan, based in Teheran (1976)
- Near East Area Manager (Syria, Jordania, Lebanon, Kuwait) and the “Horn of Africa” (Sudan, Ethiopia, Somalia and Republic of Djibouti), based in Paris (1977).

**1972 - 1973 : CAISSE CENTRALE DE COOPERATION ECONOMIQUE / INSTITUT D’EMISSION
DES DEPARTEMENTS D’OUTRE - MER (Martinique - Caribbean Islands)**

French public organization in charge of financing international project development in developing countries (Africa and French Overseas Territories) and banking system monitoring.
Financial Analyst

In charge of the Bank Auditing and Refinancing Commission for Martinique (representative of the Central Bank of France). Banking and financial technique operations.

7 - ACADEMIC EXPERIENCE

UNIVERSITY LECTURING

ESCI (International Trade Business School) - Avon (France)

- International Business Financing - 03.2004 (English)
- Foreign market financing - 04.2004 (French)
- Internationalization Strategies & Processes - 01.2004 (English)
- International Sourcing Management - 05.2004 (English)
- Multicultural Contract Negotiation - 06 2004 (French)

ESC (Business School) - Dijon (France)

- International Sourcing Management - 04.2006 (English)
- International Trade Management - 04 to 05.2006 (French)

ISEG (Business School) - Strasbourg (France)

- Doing Business in Emerging Countries - 1st year MBA - 01 to 02/2013 (English)
- Les Nouveaux Marchés en Amérique Latine - 1st year Bachelor - 01 to 02/2013 (French)

Universidad del Pacifico - Graduate School - Lima (Peru) – www.up.edu.pe

Masters of Science in Supply Chain Management

- International Business & Marketing - 2010/02 Quarter (Spanish)

UPC (Universidad Peruana de Ciencias Aplicadas – Laureate International Universities network) -

Graduate School – Finance & International Business Dpt. Lima (Peru) – www.postgrado.upc.edu.pe

Master in Human Resources Strategic Management

- Global Strategy - 2010/01 quarter (Spanish)

Postgraduate Degree* in Operation Management for Service Companies.

- Quality of Customer Service - Quarter 2010/01 (Spanish)

Postgraduate Degree* in Supply Chain Management

- International Trade & integration of the Supply Chain - Quarter 2010/01 (Spanish)

Postgraduate Degree* Innovation

- Franchising - Quarter 2010/01 (Spanish)

** Vocational specialized training for professionals with postgraduate or engineering degree.*

Diplomatic Academy of Peru- Lima (Peru) - www.adp.edu.pe

On line vocational training for the Peruvian diplomatic personnel stationed abroad -
Ministry of Foreign Affairs.

- International Negotiation - 2011/01 quarter (English)
- International Contract Management & Dispute Resolution - 2012/01 quarter (English)
- International Logistics & Custom regulation - 2012/01 quarter (Spanish)
- Promotion of Foreign Direct Investment in Peru - 2012/01quarter (Spanish)

ESAN University - Lima (Peru) - www.ue.pe

Undergraduate (Bachelor's Degree)

- Global Marketing - 2012/01 & 2012/02 quarters (English)
- International Negotiation - 2012/01 & 2012/02 quarters (English)
- Negotiation (for engineers) - 2012/01 & 2012/02 quarters (English & Spanish)

Graduate School

- Master of Sciences in Agribusiness - The internationalization of the Agro industrial enterprises - 2012/02 quarter (Spanish)

UPC (Universidad Peruana de Ciencias Aplicadas) - Lima (Pérou) - www.upc.edu.pe

(Faculty of Business – International Business Administration Dept.)

- International Trade Negotiation - 2009/02 & 2011/01 quarters (Spanish)
- International Business Management - From 2010/01 to 2012/02 quarters (English)
- Cross-Cultural Management - 2012/02 quarter (English)

RICARDO PALMA University (School of Global Business Administration) - Lima (Peru)

- International Trade Negotiation Workshop - 2009/01 & 2009/02 Quarters (English)
- International Commercial Negotiation and Contract Management - 2009/02 Quarter (English)
- Franchising - Quarters 2009/01 & 2009/02 (English)

ADEX Institute - Lima (Peru)

- International Trade Negotiations - 2009/01 Quarter (Spanish) - 3 sections

Academic year 2013/2014 (Total teaching hours = 425 hours)

- ESC Troyes
- AUDENCIA Nantes
- FBS Poitiers
- IDRAC Nice
- IPAG Nice
- ISEG Business School Strasbourg

Academic year 2014/2015 (Total teaching hours = 420 hours)

- Sup. de Co. La Rochelle
- AUDENCIA Nantes
- ESCE Paris

Academic year 2015/2016 (Total teaching hours = 450 hours)

- Sup. de Co. La Rochelle
- AUDENCIA Nantes
- ESCE Paris
- IDRAC Bordeaux

Academic year 2016/2017 (Total teaching hours = 425 hours)

- Sup. de Co. La Rochelle
- ISG Bordeaux
- IDRAC Bordeaux
- VATEL Bordeaux
- VATEL Huangshang (HSU)

Academic year 2017/2018 (Total teaching hours = 435 hours)

- Sup. de Co. La Rochelle
- ISG Bordeaux
- IDRAC Bordeaux
- VATEL Bordeaux
- VATEL Huangshang (HSU)
- VATEL Kunming (University of Finance & Economics)

Academic year 2018/2019 (Total teaching hours = 415 hours)

- EXCELIA Group (ex Sup. de Co. La Rochelle)
- INSEEC Bordeaux
- ISEG Bordeaux
- IDRACBordeaux
- Vatel Huangshan (HSU)
- Vatel Kunming (University of Finance & Economics)
- VATEL Montenegro

IN HOUSE VOCATIONAL TRAINING MANAGEMENT

- **VETROTEX (St-GOBAIN Group - France)** - Multicultural seminar - Project Organization & Management (Project Management Leadership Environment): Germany, Thailand, South Korea 06 to 09.2002 (English).
- **FOURNIER PHARMA Pharmaceutical Laboratories (France)** - International Trade Procedures & Regulations - 02.2004 (French)

'INTER MANAGEMENT VOCATIONAL TRAINING

CCIP (Paris Chamber of Commerce & Industry) - Inter Management Vocational Training Program ADDELIE (SMEs International Development supporting program):

- **Industrial co-operation establishment in the Euro** - Mediterranean zone - 12.2007 (French)
- **Multicultural Management and Negotiation procedures** - 01.2008 (French)
- **International Sourcing Management** - 02.2008 (French)

ADEX (School of Foreign Trade) – Lima (Peru)

- **International Commercial Contracts** - Intensive course - From 04/2009 until '08/2012

CHAMBER OF COMMERCE OF LIMA (Vocational Training Management Center)

- **International Marketing** – Management & International Trade Diploma - 06/2009

Language Training Center of the Universidad del Pacifico - Lima (Peru)

www.up.edu.pe/idiomas

- **English for Business - Advanced Business English teaching for companies & public entities** (Ministry of Foreign Affairs) - 2010 & 2011.

8 - CONFERENCES

- **CCI (Chamber of Commerce & Industry) - Macon (France)** - Modes of entry in Turkey - 10.1999 (French)
- **ESCI (International Trade Business School) - Avon (France)** - International Trade Negotiation Seminar - 11.2003
- **UPC (Faculty of Commerce) – Lima (Peru)** - 2nd International Congress for International Trade - The new emerging economical powers in the changing world scenario - 09/2009
- **PUPC Pontificia Universidad Católica del Perú (Lima)** - www.pucp.edu.pe «Globalization & opportunities for the industry» - 06/2010 (spanish)
- **UPC (Faculty of Commerce) – Lima (Peru)** - 5th International Congress for Cross Cultural Management and Communication -09/2012.

9 - UNIVERSITY DEGREES

- Bachelor



- Master

