

INTERNATIONAL BUSINESS LECTURING & CONSULTING in SALES & MARKETING

*Business Development & International Sales Forces Animation, End Users Business Trainings (B-to-B)
Direct & Channel Sales Animation, Operational & Strategic Marketing, Key Accounts Management, Coaching, Teaching*

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PROFESSIONAL BACKGROUND

- since 2014:**  **Palauva® Sarl** (Add-Wise Conseils®): **INTERNATIONAL BUSINESS DEVELOPMENT CONSULTING & TEACHING**
- Consulting and Training in Business Development in France and on the Export Markets. Operational BtB Marketing, Sales and Support Tools, International Business Strategic Reviews, Intercultural Management...
- Post- and Under- graduate student teachings in International Business Operation, International Market Analysis, Strategic Management, Supply Chain Management, Business Development, Geopolitics, Sales and Business Development, in English or French, with full- or part- time, initial- or executive- students.
↳ EM Grenoble, BSB Lyon, ESSCA Lyon, CESI Lyon, ESDES Lyon/Annecy, EKLYA Lyon, ECEMA Lyon, IFAG Lyon, CCI Annecy...
- 2009-2013:**  **Technomark SAS** (dot-peen marking equipment): **AREA SALES MANAGER - EUROPE**
- Maintain & develop an international network of Representatives, in 34 target countries, of which 28 active.
- Animation & support of the network through the development of a comprehensive sales & marketing pack.
- Coordination with Management & with other Area Managers, direct Management of my export assistant
- 2006-2009:**  **North Invent A/S** (LCD marine approved monitors): **INTERNATIONAL SALES & MARKETING MANAGER**
- Management & development of the company's worldwide network of dealers, System Integrators & Key Accounts; sales visits, proposals, follow-up, budgets, forecasts, trade fairs.
- Webmaster (design, development & maintenance), responsible for all exhibitions (USA, Asia, Europe), redaction of all marketing material (datasheets, brochures, newsletter, training programs, marketing campaigns), maintenance & enlargement of company's customer databases, Management & Project reviews.
- 2003-2006:**  **Anthogyr SA** (Dental Implants): **INTERNATIONAL TECHNICAL & MARKETING CONSULTANT**
- Overall responsibility of the international training programs (local & worldwide end-users technical product trainings, internal & external sales training programs, lectures at national & international business congresses) & marketing support for the export markets (21+ countries) in the dental implant business.
- 1999-2003:**  **FOSS AS** (Microbiological Analysis): **INTERNATIONAL MARKETING COORDINATOR**
- Conception, implementation & animation of marketing & communication plans within a worldwide-operating Business Unit (20+ countries) within the field of food bacteriological analysis, with support and direct plus indirect sales forces business trainings.
- 1997-1999:**  **Oticon AS** (Hearing Aids): **INTERNATIONAL MARKETING ASSISTANT**
- Marketing mix definition and product introduction plans at worldwide level, implementation at local levels of the corporate internet strategy (17 countries).
- 1995-1997:**  **Hewlett-Packard France SA** (Information Systems): **INSIDE SALES REPRESENTATIVE**
- Tele sales (Unix System, Software, Services) toward large industrial accounts within the automotive, automatism, chemical and pharmaceutical industries.

FOREIGN LANGUAGES

- french:** Mother tongue,
english: Fluent (first professional language). **TOEFL** (2008): **643/677** (top 5%), **TOEIC** (2016): **970/990** (top 3%),
danish: Fluent (second professional language). “**Dansk Prøve 3**” obtained,
italian: Good academics level,
spanish: Fair verbal/written understanding level. Languages school attended in Barcelona 2013. **Level A1** (DELE),
EDP: Advanced MS-Office Pack, Desktop Publication Software, Web Sites Management, CRMs.

EDUCATION

- 2021:** **Doctorate in Business Administration (DBA)**, with the **International School of Management** (Paris).
Dissertation: “*Perenniality of established Born Globals - A multi-case study*”,
Doctoral exchanges with **China** (**Fudan** University - Shanghai), **India** (**Amity** University - New Delhi),
Brazil (**HSM Educação** - Sao Paulo), **South Africa** (**University of Cape Town/GBS** - Cape Town),
1994: National Military Service (10 months) in the French Navy, based in Cherbourg (Normandy),
1993: Grenoble **Graduate School of Business (GEM)**, with industrial marketing as a main,
1990: **2-year educational level** with focus on technical and business education, in mechanics,
1988: **Technical A-levels**, in mechanical constructions.

LEISURES

Intensive travelling for the last 25 years, with about 49 countries visited to date, on all 5 Continents
Outdoors sport activities (running, mountain biking, golfing, snowboarding ...),
Former Responsible for the local “Virades de l’Espoir” (« walks of hope ») » Cystic Fibrosis Association.