

# CONSULTANT/LECTURER IN INTERNATIONAL BUSINESS & MARKETING

*Operational & Strategic Marketing, Sales & Support Marketing, Sales Forces & End Users Trainings (B-to-B)*

## Dr. Laurent Téoule-Dorey, DBA

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Born on January 14<sup>th</sup>, 1970, French.

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### PROFESSIONAL - MARKETING - BACKGROUND

since 2014:

Cogis Formation, EM Grenoble, EKLYA Lyon, INSEEC Lyon, BSB Lyon/Dijon, ESSCA Lyon, CESI Lyon, ESDES Lyon, IAE SMB/Anancy/Grenoble, CCI Anancy....



**International Business Development Consulting & Teaching – Palauva® Sarl (Add-Wise Conseils®)**  
- Consulting, Coaching and Training in Business Development in France and Export Markets. Operational Marketing, Sales and Support Tools, International Business Strategic Reviews, CRM Implementation...  
- Post- and Under- graduate student teachings in International Business Operation, International Market Analysis, Strategic Management, Transport Risk Management, Geopolitics, Sales and Business Development (MBA), in English or French, with full- or part- time, initial- or executive- students.

2006-2009:



**Strategic Marketing - North Invent A/S**  
- As part of the Management Team, responsible for the International Sales and Marketing, all related decision were to be made within the Team, the Executive Board and General Management of North Invent A/S. As such it was my privilege to come up with strategic data, hypothesis and thinking, to be further discussed and agreed to, prior to their implementation.  
- *Corporate Identity - Price structures - Customer Agreements - Strategic Meeting - Market Surveys - Operational Marketing Communication - North Invent A/S*  
- Mainly Brand awareness development for a young, relatively unknown, industrial company with high technological products in a global market. As part of a small structure I have had the task of conceiving, designing, and writing all the following marketing material.  
- *Online, Off-line, Exhibition, Electronic, Paper-based -marketing materials -*

2003-2006:



**Sales & End Users Trainings (B-to-B) - Anthogyr SA**  
- As part of Anthogyr's success on the export markets, supporting the Area Sales Manager and local Agents was key. The support encompassed product training, product management and network animation, whether through local seminars, workshops, fairs and customer visits. Along the years the position evolved toward having the complete responsibility of the training programs and strategy at Anthogyr, around its implant product lines, with the help of an intensive network of key speaker, expert dentists and dental university professors. In France, as well as all-over the world.  
- *Worldwide training programs - Lectures - Distributors' meeting - Product Management - Workshops - Exhibitions - Technical support -*

1999-2003:



**Sales Support Marketing - Foss Electric A/S**  
- Identified as a growth area, the Microbiology Business was supported by its own Business Unit, within the Group, with a worldwide team, the MicroTeam, of sales and support people, spread in around 15 countries. As such it was my main task to gather, conceive, share, and implement, any sales and support related marketing material to help growing the business and the sales efficiency.  
- *Marketing Package - Homepage - Advertisement - Marketing Material - Trade Articles - Customer Testimonials - Information Bulletin -*

### 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.