



06/2016

### **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, 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

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#### 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

### 2 - LANGUAGES

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- **French:** Mother tongue
- **English:** bilingual written and spoken
- **Spanish:** bilingual written & spoken
- **Italian:** basic

### 3 - FIELDS OF SPECIALIZATION

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#### 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

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- 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

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- **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 Lima and France (UPC - ESAN - Ricardo Palma University - ADEX - Chamber of Commerce of Lima - Diplomatic Academy of Peru - ISEG) - International Business Management / International Negotiation & Contract Management / Franchising / Global Marketing / Cross Cultural Management.

## 6 - PROFESIONAL EXPERIENCE

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### 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 - TEACHING EXPERIENCE**

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### **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](http://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](http://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](http://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 - 2012/01 quarter (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
- BS 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
- ESGCI Paris (Laureate international teaching group)

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

- Sup. de Co. La Rochelle
- AUDENCIA Nantes
- ESGCI Paris (Laureate international teaching group)
- IDRAC Bordeaux

**IN HOUSE VOCATIONAL TRAINING MANAGEMENT**

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- **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**

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- **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](http://www.up.edu.pe/idiomas)

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

## **8 - CONFERENCES**

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- **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](http://www.pucp.edu.pe)** «Globalization & oppotyunities for the industry» - 06/2010 (spanishl)
- **UPC (Faculty of Commerce) – Lima (Peru)** - 5th International Congress for Cross Cultural Management and Communication -09/2012.

## 9 - DEGREES

- Bachelor



- Master

