



FRANCOIS BRIN



PROFILE

I am a teacher of Strategy and Marketing, and Web Marketing Essentials, and I have a passion for learning and teaching. I am committed to helping others progress by sharing the knowledge I have acquired notably during my various professional experiences and in my personal research work. I have an enthusiastic and charismatic personality, qualities that are essential for students and staff of a company to advance through the necessary stages (theoretical, behavioural, technical, specific) to reach their goals.

Manager-Leader, I possess organisational, interpersonal and strong verbal expression skills. I believe in transmitting knowledge, know-how, know-how-to-be, and in sharing.



SKILLS



DEGREES AND DIPLOMAS

- 2015 **Obtained a MASTER 2 Degree in Strategy and Marketing MARKETING PROJECT MANAGEMENT** at the Institut d'Administration des Entreprises University of Poitiers - I.A.E.

Courses: *Entrepreneurship, Accounting and Management for Entrepreneurs (AFPA Tours), H.E.C. Expand Management (Programme for Managers, Jouy En Josas), Sales Forces Management (Cabinet Weith et Associés, Paris), Advanced Training (Performance Development Multidimensional Analysis, Productive Listening, Speaking in Public, Leading a Meeting, Communication Techniques, Sales Techniques PSSIII, Paris), DEUG Diploma for Medical Information Representatives (Paris), Military Nurse at the École Nationale de Spécialisation du Service de Santé (Dinan)*

- 1985 French Baccalauréat in Philosophy-Literary Studies Lycée Victor Hugo in Poitiers



Interests

- Association Networks • Enterprise Clubs • Literature & Research: www.francoisbrin.com
- Humanitarian • Sports: Jogging, Swimming • Miscellaneous: BAFA, Lifeguard, ...



CONTACT

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EXPERIENCE (over 25 years in Management and Development)

- Since 2012 **E.I.G.S.I.- GROUPE SUP de CO-UNIVERSITÉ Essentials** : Strategy & Marketing, Web Marketing and Management.
Post Graduate Management Tutor (MIND) E.I.G.S.I. (Industrial System Engineering School): Master Plan Evaluation, Training Report Evaluation, Examination Jury, ...
Jury President and Tutor International Business School La Rochelle: ESC Leading School Programme, Bachelor, MBA, Master Degree in Environment, G.E.O.D.E., Defence of Marketing Challenges Presentations, ...
Lecturer University of la Rochelle: Formal Lectures and Practical Tutorials.
- 2008-2012 **WATERCYCLE-HYDROCYCLE** La Rochelle
Creator, Associate, Marketing and Development Director, in charge of Public Relations. Member of the AFNOR Committee for Eco-Business Terminology Standardization. Member of the CGPME Environmental Committee. **Achievements: Inbound Marketing Development (over 90% of clients), Key Accounts (Véolia, ADP-Aéroport de Roissy CDG, SPIE, Prince of Monaco, French Ministry of Defence, ...) and Individuals.** Nominal share value increased from €75 at initial valuation (€500K pre-money from the company) to €5K at share subscription. (www.bleu.pro/Conceptions & Réalisations)
- 2004-2008 **M.M.T (Marseille Mobile Télécom)** Marseille
Director of Strategy & Development. Marketing. Creation of sales teams (105 sales staff), Evaluation, Management, Development of turnover, etc... **Achievements: Best distribution in France for 9 Telecom with more than 146 000 contracts.**
- 1999-2004 **D&P SERVICES (Groupe Télécom & Internet)** Paris
Director of Strategy & Development - Marketing & Sales. **Achievements: Development in France (grew from 50 to 450 employees) and in Belgium (from 0 to 100). Creation and development of 42 agencies. Awarded Prize for best commercial director in Europe and Best distribution in Europe with more than 1.5 million contracts** (www.bleu.pro/Excellence Award).
- 1994-1999 **FERRING - T2A** Paris
Director of the Centre Region (Gastroenterology Network: 80% of Group turnover). **Achievements: 1st region in France in terms of increased turnover and objectives achieved**
Director France (Endocrinology Network: 20% of Group turnover)
Specialist Scientific Attaché and Negotiator for Hospital Contracts
Achievements: 1st in terms of increased turnover (my own share accounting for 50%, out of 35 others occupying a similar position).
- 1993-1994 **WELLCOME** Paris
Medical Information Representative – Town & Hospital. **Achievements: 1st in terms of turnover and best progression in France.**
- 1990-1993 **INNOTHÉRA** Paris
Medical Information Representative - Town
Achievements: 8th out of 100 representatives in terms of turnover and progression and in the first 5 in terms of turnover increase.
- 1985-1990 **MINISTÈRE DE LA DÉFENSE**
ENSSSAT Trainer & Examiner (national school of specialisation of health services in the Army). Trainer for the first aid and resuscitation diplomas.
Head Nurse & Examiner (Rennes Prefecture).
Administrative and technical management of the infirmary with 20 members of staff. Managing health services for the garrison (from Brittany to the Cotentin region in Normandy) and for 1000 soldiers (from the 11th Marine Artillery Regiment).
External Assistance Mission in the Central African Republic and Chad (as part of the 'Epervier' Operation), health monitoring of the local population.
Achievements: Letters of Congratulations, Overseas Medal, National Defence Medal, External Assistance Mission Clip, etc.