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**Experience:**

- **Lecturer, Prague College / Prague**  
2010 - Present  
**Subjects taught in the past:** Market Intelligence, Contemporary Issues in Marketing  
Business Strategy, Internet Marketing, Marketing Planning
- **Lecturer, VSE Prague**  
2011 - 2013  
I built and taught International Business Strategy on the CEMS-MIM program. I also wrote 8 case studies
- **Lecturer, HEC MONTRÉAL**  
2008 - 2014  
I built and taught Sectoral Analysis on the MBA programme.
- **Lecturer, DE HAAGSE HOGESCHOOL (Netherlands)**  
2013  
I built and taught Marketing and Communications – a 60-hour course on the MBA programme in Winter 2013
- **Lecturer, MCGILL UNIVERSITY**  
2011 - 2013  
I delivered my own 30-hour program Idea to Launch that I developed for my own on-line business ([www.ideatolaunch.com](http://www.ideatolaunch.com)). I taught it in the Spring and Autumn as a one week intensive
- **Lecturer, WEBSTER UNIVERSITY, LEIDEN (Netherlands)**  
2010  
Strategic Communications course for the MBA and MA Communications programs
- **INTERIM DIRECTOR, Marketing, Sales and Financing, LA SCÈNE MUSICALE**  
2002-2004
- **INTERIM DIRECTOR - SUPPLIER RELATIONS, BTI CANADA**  
Brand development, packaging design, Adv campaign design, ATL, BTL, website  
Concept (04/2010-10/2012)
- **MANAGING DIRECTOR -Interpayment Cheque Bleu SA, THOMAS COOK GROUP**  
Interpayment Chèque Bleu SA (ICB) was a financial institution issuing a VISA-branded French Franc travellers cheque. ICB was acquired by TCG in 1994. I became Managing

Director and was based in Paris from Nov. 1994 to May 1996 to manage the closure of the company. (1987-1996)

- **AUDIT MANAGER - NATIONAL AUDIT**

External auditors to UK government departments – headed by the Comptroller and Auditor General and answerable to the Public Accounts Committee. ([www.nao.org](http://www.nao.org)) (1980-1987)

### **CONSULTING MANDATES (2005-2014):**

- Social media & Marketing
- Sectoral analyses
- Feasibility studies

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### **Education**

- **2003 HEC Montréal (Canada)** - Diploma in Marketing Management
- **1999 Keele University (UK)** - MA - European industrial relations and HR
- Finance and accountancy studies
- **1984 Liverpool Polytechnic (UK)** - Chartered accountant – Member of the Chartered Institute of Public Finance and Accountancy (CPFA) in the UK.
- **1978 University of Warwick (UK)** - MA French studies – by research. Awarded with distinction.
- **1977 Wolverhampton Polytechnic (UK)** - BA (Hons) French and Geography – Upper second

### **Publications:**

- Book: Using Questionnaires to understand your clients – being published by Business Expert Press in New York in early 2015.
  - Discussion Paper: A Role for Poetry in Business? Central European Business Review, September 2014.
  - Paper: A Journey through the Realms of Poetry and Business – presented at the Shared Values: International Conference in Prague June 2nd 2014. The paper will be published in the CRIS Bulletin.
  - Discussion Paper: What Colour is Your Ocean?, Central European Business Review, April 2014.
  - Book Review: Disciplined Entrepreneurship, Central European Business Review, April 2014.
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