

# Thierry Tartarin

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53 years old, married, three children  
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## Experience

2007-present **Lecturer** IBMS (International Business Management Studies), IBS (International Business School), Saxion University of Applied Sciences, Deventer



**Subjects:** Currently teaching Sustainable Business & Ethics, Marketing related subjects such as Marketing Environment 1 & 2, Marketing Audit and Personal Development. Subjects I have taught at IBMS over the years cover a wide range of marketing and organizational processes such as Business Marketing, Consumer Behaviour, Total Quality Management, Experience Marketing, CRM, Sales & Account Management, Retail Marketing and Leadership skills.

**Roles:** As theme coordinator, my role is to ensure the efficient organization and teaching environment of a particular semester. Over the years I have been theme coordinator of semester 1 (International Marketing), semester 2 (Organizational Analysis), Semester 4 (Sales & Account Management) and Semester 6 (Business Plan).

Other roles include:

- Career counsellor/coach (SLB) within the Personal Development course
- Project supervisor for each semester's project
- Researcher in curriculum development
- Supervisor thesis graduation
- Examiner thesis graduation
- Supervisor work placement
- Member Academy accreditation audit panel

### **Responsibilities:**

- Personal Development program coordinator (across the four years)
- Member of the Education commission
- Member of the new International Business Curriculum Personal Development focus group
- Chair of the International Marketing focus group.
- Member ICT digital environment group and contact person Deventer
- BKE examiner

### **Collaboration:**

- Tutor of the Master "Leren & Innoveren, Onderzoekende Onderwijsontwerper" ROC track from APO (Academie Pedagogiek en Onderwijs)
- Curriculum designer, coordinator and lecturer business case for the new minor "Doing business with China" hosted at HBS (Hospitality Business School)
- Member of the research group of the lectureship "Educational arrangements in a social context"

### **Memberships:**

- Saxion Diversity working group
- Ipabo "Education and critical citizenship" working group
- Saxion Circular economy working group

### **Professional affiliations:**

- VOR (Netherlands Educational Research Association)
- EAPRIL (European Association for Practitioner Research on Improving Learning)

### **Research articles:**

- "Learning biography of students in the professional educational track" (de Vries, Ritzen, Tartarin, 2016) pending review.

### **Ongoing research:**

- Curriculum co-creation with students

2005-2007 **Lecturer** Event Management, ILM (International Leisure Management) academy, Breda  
Main subjects taught: Marketing, Project and Event Management, "Imagineering", E business and CRM.  
Member of the event specialisation team. Set up International Event Management club for students.



2001-2005 **Trainer/Project Management** TT Consultancy B.V.

Various projects and interim assignments:

- Trainer/coach Lavi communicatie B.V.
- Project Manager, Qurius
- Project Manager, CMP B.V.
- PR/Marketing/Communication Manager, Esomar
- Communication Manager, Email specialists

2000-2001 **International Project Manager**, Jaarbeurs Utrecht, Utrecht

Portfolio of 4 environmental trade events in the Eurasian, Brazilian, Indian and European markets.



1997-2000 **Managing Director**, Turkish office, FGS Fuarcilik A.S., Istanbul, Turkey

Expatriated to Istanbul by Jaarbeurs to set up the Turkish subsidiary after the buy-out of a local Turkish organiser.

1992-1997 **Exhibition Director**, Mack-Brooks Exhibitions, Hatfield, United Kingdom

Responsible for 6 international events in the environmental and construction sectors.  
(Japan, Hong-Kong, France and UK).



1991-1992 **Exhibition Account Executive**, Mack-Brooks Exhibitions, Hatfield, United Kingdom

Responsible for all sales activities. Promoted to Exhibition Manager and then on Director.

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## Education:

- Master of Education (MEd)
- BDB (Basiskwalificatie Didactische Bekwaamheid)
- BKE (Basis Kwalificatie Examinering)
- SKE (Senior Kwalificatie Examinering)
- Research skills training (Saxion, 2010)
- Research skills training update (Saxion, 2016)

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**Languages:** Cambridge English Level 2 Grade C (Advanced), French mother tongue, Dutch NT2

**Hobbies:** Fitness, swimming, running, bee keeping

**Others:** BHV (bedrijshulpverlening), EHBO, AED certifications, driving licence B

**References available on request**