



Claude NASSAR

Professor, Consultant & "coach
France & abroad

International Development Management
International Business Management Technics & Practices
Cross Cultural Negotiation & Management
Sales Management & Sales efficiency
Professional Continuous Learning



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Claude Nassar is an international expert on Negotiations, Specialized in International Business Development and management of Sales Forces and Sales Organization. He is Visiting Professor at several International Schools and Universities including, AUEB – Athens University of Economics & Business, ESAA – Ecole Supérieure Algérienne des Affaires, Academy of Economic Sciences – Moscow, Academy of Aviation – Moscow, Academy of Economy – Chisinau Moldova, Academy of Sciences – Beijing, Jao Tong University – Shanghai, University of Sao-Paulo - Brazil, Portland state University – USA, Université de Notre Dame – Bayreuth - Lebanon, MM UI University of Indonesia – Jakarta, ATMA JAYA – Catholic University of Jakarta – Indonesia...

.He has extensive teaching experience, having served as Professor of International Marketing, Development and Management at Euromed Marseille, France, where he is also Director of Bachelor Programs, and Coordinator of International Development. Prior to Euromed Marseille, he was teaching at the Grenoble Ecole de Management, the Bordeaux Graduate School of Business and others.

He also has extensive international experience having taught in a number of countries, including France, Russia, China, Greece, Moldavia, Indonesia, Tunisia, Algiers, and Morocco. Professor Nassar also has very extensive international consulting and professional experience.

He has a broad professional experience, having served as consultant in International Marketing & Business Development to a number of corporations, including FAE Singapore, KEOPS "Compagnie Deutsch", MOS Industries, SEMALAC, etc. He has also served in top managerial positions in a number of international companies, such as Mecelec Group, Malico - Saae Group, Simel, Jallatte, Kirans, and others.

He also has extensive experience in Continuous Learning programs. He has developed specific training courses dedicated to Enterprises, such as trainings for Managers of Primo Exporting Companies, training of sales forces and sales Management. He is an official Expert and Member (EMC) in MCAV a sales training program introducing a new approach of sales technics based "Marketing créatique" (the 7 profiles), developed by INCOME Consulting to identify customers behaviors in order to gain in sales efficiency. He as an extensive international teaching consulting and professional, experience.

Education

- 1967 Professional training in management as Site Manager: Ecole Française du BTP
- 2004 PON - Program On Negotiation – Harvard Law School & MIT: Teaching Negotiation In The organization

TEACHING & TRAINING EXPERIENCE since 1996

Professor / Coach:

- Marketing
- Strategy
- Communication
- International development strategy
- Cross Cultural Management
- Cross Cultural Negotiation
- Techniques du commerce international

- Sales technics & efficient practices
- Sales Management
- Team building
- Middle Management
- Customers Behaviors sales approach bases “Marketing Créatique” The 7 profiles.

Public: Continuous Learning, Executives, Managers, Top Management, Master Degree, Executive MBA

Customers: Private Companies, Public Sector, Administrations, Training organizations, Management Schools, Universities...

EXPERIENCE in TEACHING MANAGEMENT

- 2004 – 2006 **Director of Bachelor Programs**
Euromed Marseille Ecole de Management (KEDGE)
3 programs, 1100 students
- 2004 – 2008 **International Development Coordinator**
Coordination of programs developments in cooperation with foreign Partners. Students exchange programs
- 1997 – 2022 **Consultant & Professor:** International Marketing, International Business Management, Cross Cultural management & **Cross-Cultural Negotiation**
Continues Learning lectures and programs

- 1997 - 2007 ***Development of international partnerships and programs***
 - **MORCCO**
 - **ALGERIA**
 - **MOLDOVA**
 - **INDONESIA**

TEACHING EXPERIENCE in FRANCE & ABROAD

Graduate Programs: Maters, Executive MBA, MBA

Topic and Lectures:

Cross Cultural Negotiation, Cross Cultural Management, International Marketing & Business Management

French Management Schools & University:

- Euromed Management (KEDGE) – Ecole Supérieur de Commerce Marseille Provence
- GEM – Grenoble Ecole de Management - ESC Grenoble
- Université Aix Marseille 3 – DESS Affaires internationales
- Négocia – Paris
- MACI – Bordeaux Ecole de Management
- FNEGE - Paris
- ESC Chambéry
- INT Institut National des Télécoms – Télécom Management
- ISTECH Paris
- Groupe IGS
- EGC Marseille
- EGC Avignon

Foreign Management Schools & Universities:

- AUEB – Athens University of Economics & Business
- ESAA – Ecole Supérieur Algérienne des Affaires
- Académie des Sciences Economiques – Moscou
- Académie de l'Aviation – Moscou
- Académie d'économie – Chisinau Moldova
- Académie des Sciences – Pékin
- Jao Tong University – Shanghai
- Université de Sao-Paulo - Brazil
- Portland state University – USA
- Université de Notre Dame – Beyrouth - Libanon
- MM UI Université d'Indonésie – Jakarta
- ATMA JAYA – Université Catholique de Jakarta - Indonesia
- EAN – Malta
- Université de Sousse – Tunisie
- HEM – Institut des Hautes Etudes en Management - Maroc
- ESCA – Casablanca
- Sup. de Co. Marrakech
- Université des sciences économiques de Cracovie – Pologne
- Académie d'Economie de Belgrade – Yougoslavie

Continuous Learning:

Topic and Lectures:

Cross Cultural Negotiation, Cross Cultural Management, Middle Management, Team Building.

Sales Management, Sales Technics based on “Marketing Créatique” Customer Behaviors, The 7 profiles.

- EUROCOPTER
- POMA – Grenoble
- Groupe ONET
- SOGEDEC
- ALSTOM Transport
- HP – Grenoble
- CCI Grenoble
- CCI Paris - France
- WTC – Club APEX Marseille (Formation pour primo exportateurs)
- CNDI – Paris (Formation de primo exportateurs)

- PROCAMEX (Formation de primo exportateurs)
- VEOLIA Water – Asia
- WTC- APEX Marseille
- PROCAMEX
- CCI du Var
- « Trade Enhancement Programme » – Le Caire, Alexandrie – Égypt. (Union Européenne)
- Banque Populaire du Maroc
- Vietnam Telecom
- SONATRACH – Alger
- SONELGAZ – Alger
- WATANIYA – Alger
- MOBILIS – Alger
- RENAULT - Algeria
- SUNLIGHT - Athens

EXPERIENCE as CONSULTANT & COACH

Coaching in International Development

- FAE Singapore
- KEOPS, Compagnie Deutsch – Le Mans
- MOS Industries – Grenoble
- SEMALAC - France
- Terre de Femmes
- Recycl'Eau – Blue Set
- Optimum Trackers
- ATA – Taxi equipment's

EXPERIENCE as INTERNATIONAL MANAGER

Areas: Europe, Afrique, Maghreb, Middle East, Asia Pacific, Chine...

- 1996 - 1999 **Asia Manager** – MECELEC Group - Matériel pour réseaux Télécom, Electriques, Eau & Gaz.
1200 pers - CA 1 MdF.
Implanter une base Asie du Sud Est. Rechercher et cibler les grands projets
➤Prise de participation majoritaire dans société Singapourienne.
➤Accords avec fournisseurs Europe, Afrique du Sud, USA, Asie pour affaires en package.
- 1991-1996 **International development Manager-** Groupe MALICO/SAAE – Mat. Télécom & électrique 350 pers - CA 280 MF.
Redresser l'activité internationale. Rechercher et cibler les grands projets
➤CA Export 1996 ⇔ 107 MF, soit + 53 MF/ 1991.
➤CA Asie 1996 ⇔ 35 MF/ Chine, Indonésie, Malaisie, Vietnam, Iran, ⇔ JV, licences.
➤Résultat net 1995 ⇔ + 9 MF, après pertes cumulées de 18 MF. Jusqu'en 1992.
- 1985 -1990 **Export Sales Manager - Asie** – SIMEL - Groupe SCHNEIDER - Matériel Electrique - 450 pers - CA 368 MF.
Créer la zone Asie. Internationaliser l'entreprise. Accéder aux grands projets.
➤CA Export 1990 ⇔ 80 MF, soit + 55 MF/1985.
➤CA Asie ⇔ 30 MF / Chine, Singapour, Indonésie, Malaisie, Hong Kong, Japon, Vietnam.
- 1983 - 1984 **Middle East -Asia Manger** - JALLATTE - Chaussures de sécurité - 700 pers - CA 400 MF.
Créer la zone Asie. Réorganiser le marché Moyen-Orient.
➤CA Asie ⇔ 28 MF / 2 ans (Singapour). Transfert technologie Japon. CA dès 1989 75 MF.
➤CA pays du Golfe ⇔ 9 MF.

- 1978 - 1983 **Managing Director France** - KIRANS - Groupe **U.K.** Négocier international & industrie plastique.
CA 90 millions \$ US.
*Créer la filiale. Diversifier l'activité/clients. Lancer magasins Afrique Asie. Développer le négoce.
Organiser et gérer garage VL - PL marque japonaise en Afrique.*
>CA ⇨ 60 MF/an dès la 3ème année. Afrique, Asie, Moyen Orient, USA.
>Gain ⇨ 20 %/prix matières premières & logistique. Réduction coûts, délais et stocks.
- 1973 - 1978 **Sales and Commercial Manager France/Export** - ARVOR - Machines emballage & conditionnement.
Biens d'équipement industrie matières plastiques Sté créée en 1970 - 50 personnes - 45 MF dont 80 %Export.
>1978 ⇨ CA 45 MF soit + 36 MF/ 1973 dont 80 % Export, EMEA, USA, Asie, Afrique.
- 1964 - 1973 **Construction Site Manager T.C.E.** - ETCM - BTP et Charpentes métalliques - 450 pers.