

NICOLE PINAUD VERDE-RAMO



Nationality

Chilean

Address, Phone, Fax and e-mail

Diagonal Paraguay 257, Oficina 1204, Santiago, Chile

Phone: (562) 978 3378

Fax: (562) 222 0639

E-mail: npinaud@unegocios.cl

Education

Master of Business Administration, William E. Simon Graduate School of Business Administration, University of Rochester, Rochester, New York, USA, 2001. Concentrations: Competitive and Organizational Strategy and Entrepreneurship.

Commercial Engineer. Major: Business Administration, University of Chile, Santiago, Chile, 1995.

Languages

Spanish, English

Work Experience

Academic Positions

2003-today

Professor Instructor (part time)

School of Economics and Business Administration, University of Chile

Classes:

Organizational Theory, Undergraduate School

Management Skills Workshop- Business Presentations, Undergraduate School

Corporate Management, Undergraduate School

Strategic management for Human Resources, B.A. Diploma, School for Executive Education

2003-today

Executive Director for Studies and Consulting (part-time)

Consulting Projects

2003

Redesigned sales model for a massive-media company in Chile

2002

Redesigned supplier strategy for main automotive manufacturer in Brasil. Costs were reduced by 12%

Developed business strategy for SBU, with sales of US\$370 million, in the largest German automotive manufacturer in Latin America.

Validated Strategic Business Planning for companies in the transportation and retail sectors.

2001

Designed and developed Change Management module in Organizational Reengineering project for large multinational insurance holding in Chile

2000

Improved processes and logistics by redesigning the business model and operations strategy for a service industry client.

Defined key performance indicators for customer service department in largest postal service in Argentina.

Restructured information processes in a service industry client, generating savings of US\$2.7 million per year.

Publications

2006

The Franchising Market in Chile 2006, ISSN 0718-3909, 3000 editions, to be launched in November 2006. School of Economics and Business Administration, University of Chile.

2005

The Franchising Market in Chile 2005: first national study addressing the franchising situation and its players in Chile. 700 editions, August 2005. School of Economics and Business Administration, University of Chile.

Strategies that create value in Chilean companies (Nicole Pinaud, Marcelo González). CLADEA 2005.

Value creation in Chilean Companies: reducing vertical integration through outsourcing. Article written for El Diario Newspaper.

The franchising as a distribution channel. Article written for El Diario Newspaper.

The franchising market in Chile. Santiago Chamber of Commerce Magazine n° 8939.

The growing franchising market in Chile. Franchising Magazine. Year 10 , n° 40. Argentina

Conferences and Seminars

2005

CLADEA. Presentation of paper “Strategies that create value in Chilean companies” (Nicole Pinaud, Marcelo González). Santiago, Chile

“Past, present, and future of the franchising in Chile”. Seminar organized by the Santiago Chamber of Commerce and Barbadillo & Asotiates. Santiago, Chile

“Franchising in Chile” Conference in the First showroom of Franchising in Chile, organized by Franchising Advisors, SIF&Co and Feria de Valencia. Santiago, Chile

“Situation of the Franchising in Chile” Conference in the International Meeting of Franchising organized SIF&Co., Feria Valencia, ICEX y AEF. Santiago, Chile

Associations

International Society of Franchising.