

Eric DROUART

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CORPORATE EXPERIENCE RESULTING IN TEACHING/OUTREACH COMPETENCIES:

- **International General Management, Business Development (including Due Diligence, and Change Management) gained in US and overseas (France, Italy, Japan and Canada).**
- **Management of International Product and Category Development and Market Research.**
- **Management of strategic planning/marketing communication projects.**

COLLEGE TEACHING/ADMINISTRATIVE EXPERIENCE:

ASSUMPTION COLLEGE, Worcester, MA, USA

2009-Present

Director, MBA Program

2014-Present

- Responsible for directing 36-credit part-time and full-time Early Career Track (ECT) MBA programs of 225 students. Responsibilities include promotion of the programs, application reviews, program review and scheduling of courses/faculty evaluations.
- Position also requires active reaching-out to Greater Worcester business community to promote programs and ensure programs meet employer needs.
- The ECT MBA program (12 – 14 months) targeted at recent college graduates includes professional internships (20+hours/week), individual student pairings with an experienced business mentors, and the possibility of an international practicum experience in a foreign country.

Visiting Assistant Professor of Management and Marketing

2011-Present

- Responsible for teaching semester-long undergraduate and graduate courses in Management and Organizational Behavior, Business Research, Principles of Marketing, Principles of Advertising, International Management, Doing Business in Asia, Doing Business in Europe, and Strategic Management (Capstone) for the Department of Business Studies.
- All courses use Blackboard course management system.
- Assisted in the design of 4-week ECT-MBA International Practicum Trips to Italy and Poland incorporating short project management assignments for students in small to medium-sized companies with partnership with Industry Associations members in both countries.

Adjunct Instructor, Graduate Business MBA Program

2009-Present

- Responsible for teaching semester-long courses in Strategic Management (MBA Capstone), Doing Business in Asia, Doing Business in Europe, International Business and Advertising.
- Leading hybrid-course in Strategic Management incorporating use of web meeting technology (similar to Skype) and real-world project-based assignments for West Virginia Angel Network providing due diligence for potential new start-up companies.

SOUTHERN VERMONT COLLEGE, Bennington, VT, USA

2009-2011

Associate Professor, Chair, McCormick Division of Business

- Responsible for management of undergraduate business majors, and outreach to the Greater Bennington business community for project-based learning and internship opportunities.
- Lead review of existing business programs under transition to a new 4X4 curriculum.
- Gained experience in Moodle web-based course management system.

RIVIER COLLEGE, Nashua, NH, USA

2000-2009

Associate Professor, Business Division

2005-2009

- Lead student consulting projects in strategic planning and advertising development for wide range of local clients such as Nashua Senior Activity Center, New Hampshire Philharmonic Orchestra, Nashua Great American Downtown, Nashua Symphony Association, etc.
- Developed traditional/hybrid/online courses in management, advertising management, marketing management, international business, marketing research, and strategic management incorporating “real-world” experiential learning projects for local companies/organizations.
- Member of the Faculty Senate and Representative on Faculty Compensation Committee.

Chair of the Business Administration Department

2002-2005

- Responsible for enrolment and curriculum management of undergraduate and graduate business programs (with total enrolment of 250 students)
- Implemented new accelerated executive MBA/BBA programs in Organizational Leadership with online and hybrid courses in January 2005.
- Active involvement in college-wide committees (Planning and Budgeting, Marketing and Communication, Heritage and Mission.)

Assistant Professor, Business Administration Department

2000-2002

- Responsible for teaching a range of undergraduate and graduate business courses (Principles of Management, Principles of Marketing, Marketing Research, Senior Business Seminar, Strategic Management, International Business)

PROFESSIONAL EXPERIENCE:

BRISTOL-MYERS SQUIBB, New York, NY

1984-1999

Vice President, Franchise Management, Laboratoires UPSA, Paris, France

1998-1999

- Co-ordinated development of global branding and marketing strategies for UPSA's core brands in analgesics.

Key achievements:

- Led European Brand Team to create global and integrated analgesic communication programs for medical, pharmacy and consumer targets.
- Coordinated UPSA participation to IASP's World and European Pain Congress (Vancouver, Canada, and Barcelona, Spain.)

Vice President, International Operations, Laboratoires UPSA, Paris, France

1994 - 1998

- Full P&L responsibilities for all international operations of UPSA (six western European subsidiaries, key Eastern European emerging markets and export countries in Africa, Middle East and Asia).

Key achievements:

- Managed international sales of \$274 MM in 1997 and achieved business growth of + 28% in 1997 and + 21% in 1996.
- Managed entry into Eastern Europe, initiating development of consumer advertising campaigns for UPSA brands in Eastern Europe resulting in significant sales growth (from \$ 7 MM in 1994 to \$ 88 MM in 1997) and UPSA share leadership in the Russian analgesics category (14%) in 1997.

Director, International Business Development, New York, NY

1991 - 1994

- Responsible for first worldwide OTC and deodorant category strategic plans and co-ordination of regional marketing plans for local subsidiaries in Asia-Pacific and European Areas.

Key achievements:

- 1993 short-term assignment (April to September) in Milan, Italy at GUIEU (Skin care company acquired by BMS in January 1993): Achieved full year 1993 sales growth of + 8% and corrected early post acquisition sales decline (-25% from January to April 1993.)
- Active member of BMS team managing 45% minority position in UPSA (French Self-medication Company with leadership position in analgesics and effervescent technology) and leading final valuation and due diligence effort for acquisition of remaining shares.

Manager, Product Development, Tokyo, Japan

1986-1991

- Responsible for market research support for Japan Division and the development and launch of new OTC products in a BMS J.V. with local Japanese partner.

Key achievements:

- Full immersion in Japanese family and business culture with oral fluency in Japanese language.
- Successful launch of new line extension and new products in analgesics/laxative categories.

Senior Corporate Manager, International Research, New York, NY.

1984-1986

- New worldwide position requiring active internal selling to demonstrate market research role as an aid to marketing and management decisions.
- Responsible for a seven-country breast and infant formula feeding behavior study for Infant Formula Division in Southeast Asia.

GENERAL FOODS CORPORATION, White Plains, NY

1980-1984

Associate Manager, International Research, for GF International Corporation for market research projects in major Western Europe/Middle East countries for Coffee and Powdered Beverage Brands.

- Responsible for first Home-Use-Test ever conducted in Saudi Arabia.

BURKE INTERNATIONAL RESEARCH CORPORATION, New York, NY

1977-1980

Account Associate, International Client Service, for multi-country research projects in Europe for both US and international clients such as TORO, Sara-Lee, Danone, etc.

EDUCATION:

M.S.B.A. Business Administration, University of Massachusetts, Amherst, MA

1976

B.B.A. Marketing Management, University of Massachusetts, Amherst, MA

1974

Business Administration Degree, IPAG, Paris, France

1973

ARTICLES/CONFERENCE RESEARCH COMMUNICATIONS/PRESENTATIONS:

2000 Authored article on *Internet Marketing Trends in the US* in Japanese Trade Publication “Beauty Business” Tokyo, Japan (Spring 2000): 130 – 135

2001 Authored article on *Inter-cultural Communication: Verbal and Non-verbal Dimensions* in Japanese Trade Publication “Beauty Business” Tokyo, Japan (Bright Spring 2001): 118 – 123

2002 Authored chapter on *Globalization: an Important Challenge for Foreign Language Competency* in Georgi Hippauf (Ed.), The Third Century: A Recognition of Franco-Americans (2001): 153 - 155

2003 Co-authored and presented “*Global Standardization vs. Local Adaptation of Marketing Strategies in Emerging Markets of Central and Eastern Europe*” American Society for Business and Behavioral Sciences (ASBBS), Las Vegas, Nevada (February 2003)

2003 Co-authored and presented “*Challenges and Opportunities of the EU Expansion in Central and Eastern Europe*” Society for Advanced Management (SAM), Orlando, Florida (April 2003)

2006 Authored and presented “*Assessment of China’s Entry in the WTO*” American Society for Business and Behavioral Sciences (ASBBS), Las Vegas, Nevada (February 2006)

2006 Authored and presented “*Outsourcing/Offshoring of US Jobs: What Is the Issue?*” American Society for Business and Behavioral Sciences (ASBBS), Las Vegas, Nevada (February 2006)

2007 Authored and presented “*US Jobs Insourcing Debate*” American Society for Business and Behavioral Sciences (ASBBS), Las Vegas, Nevada (February 2007)

2007 Authored article entitled “*Reflections on Blessed Anne-Marie Rivier and the Mission of Rivier College*” in Rivier Academic Journal, Volume 3 Number 1 (Spring 2007)

2009 Presented “*Doing Business in Japan*” New Hampshire Business Educators Association, fall 2009 Conference, Rivier College, Nashua, NH

2010 Presented “*China in the First Decade of the 21st Century*” New Hampshire Business Educators Association, fall 2010 Conference, Southern New Hampshire University, Manchester, NH

2011 Presented “*BRICs – Emerging Markets of the 21st Century*” New Hampshire Business Educators Association, fall 2011 Conference, Rivier College, Nashua, NH

2012 Presented “*China in the First Decade of the 21st Century: Achievements and Challenges*” Annual Conference on Business and Social Science Research, summer 2012, Paris, France

2012 Presented “*Challenges of Marketing Consumer Products in BRICS Countries*” Annual Conference on Business and Social Science Research, summer 2012, Paris, France

2013 Co-authored and presented “*Influence of Cultural Differences on Marketing Cars to U.S. and Japanese Consumers*” Annual Conference on Business and Social Science Research, summer 2013, Paris, France

2013 Co-authored and presented “*Cross-Borders Mergers and Acquisitions: Opportunities and Risks for U.S. Companies in France*” Annual Conference on Business and Social Science Research, summer 2013, Paris, France

PERSONAL:

Dual U.S./French Citizenship

Fulfilled French active military duties in French Export Office in Toronto, Canada (1976-1977)

Languages: Fluent in English and French

Knowledge of German and Japanese

- Hobbies:** Black Belt in Kendo (Japanese Fencing)
Team Sports (Football, Soccer, Rugby), Winter Skiing, Museums and Performing Arts
- Membership:** AMA (American Marketing Association)
Past Governor-appointed member of NH State American French Canadian Cultural Exchange Commission
Past President (3-year term 2005-2008) of Nashua Richelieu International Club (French-speaking service club)
Member of World Affairs Council of NH
Past member of Nashua Symphony Association Board of Trustees (3-year term)
Past member of Bennington Oldcastle Theatre Company Board of Trustees (1-year term)
- Volunteer** Active member of Marie Rivier Association for Laity, Sisters of the Presentation of Mary
Participation in monthly prayer meetings
Made two trips to the birthplace of Blessed Anne-Marie Rivier in France for international meetings of Lay Associates (2006 and 2007)