

Alexandre GEORGE

Strategy consultant and Business School Professor
in Marketing Strategy | Digital | Corporate | Governance

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BRIEF

25-year international experience in high level Strategy consulting and Executive education.

Affiliate Professor @ ESCP Business School - Exec Education
Affiliate Professor @ ESA Business School - Master & MBA in Beirut

EXPERIENCE

Founder & CEO AG Conseil | 2018 to date

Strategy Consultant *for*:

Bpifrance ; Thales ATM ; Merck-MSD ; BNP-Paribas ; Saint-Gobain
VINCI Energies ; Google France ; Lactalis ; Orange ; HEF ;
United Nations (UN-Unitar)

BETC - HAVAS Group | 2008-2018

Managing Director, Comex member

Senior consultant and Global Head of Strategy

Lead advisor for marketing, communication and digital strategy *for*:

La Poste ; Canal+ ; Ferrero ; Peugeot ; Lacoste ; Evian ; Air France ; Total

Global learning program designer for *Havas Non Stop Learning*

SPRINGER & JACOBY | 2000-2008

Chief strategy officer and international coordinator

Global lead for Daimler-Chrysler merger communications & PR

International coordinator for Mercedes-Benz ; Unilever ; Swatch

Employer branding & communication consultant for McKinsey

PUBLICIS CONSULTANTS | 1995-2000

Senior consultant

Corporate communications and Crisis management *for*:

Airbus ; Areva ; BNP-Paribas ; General Electric ; Hewlett Packard

Michelin ; Renault-Nissan

HAVAS CORPORATE | 1994-1995

Consultant in Corporate communication

EDF ; La Défense ; Ministry of Economy and Finance ; UIG



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AREAS of EXPERTISE

Marketing strategy
Business models

Digital marketing

Corporate communication
CSR, Crisis com.

Strategic Communications
In IA & Diplomacy

Employer branding

TEACHING FIELDS

Executive education

- Custom programs
- MBA, EMBA
- Master *in* Mktg-Com

Entrepreneurs and Start Ups

- Project mentoring
- ICP

EDUCATION

Wharton Business School – PENN University | 2012
Strategy and Leadership Certificate

University Paris-Dauphine | 1995
Master degree *in* Strategy and Management

University Paris-Sorbonne | 1994
Master degree *in* Political Science

AWARDS

3 EFFIE and Euro-EFFIE Gold ; 5 Cannes Lions

IREP Forum Best Keynote Speaker

CBNews Awards for Advertising & Strategy of the Year

TopCom Awards for Best Campaign ; Best Strategy ;
Best Keynote