



#### Areas of Expertise

- Marketing & Competitive Intelligence
- Critical and Creative Thinking (KM)
- Cross-cultural Management

#### Languages of Instruction:

- English
- French
- Italian



- Franck Mathot is a Market & Competitive Intelligence Strategist, Trainer and Consultant.
- After a 10-year career working in international marketing research and upper-management, he transitioned into the consultancy world where he offers business development services for corporations and organizations.
- During the last 18 years, Franck has been engaged in supporting and guiding multinational companies' strategic and tactical decision making through the provision of targeted competitive intelligence, market research, and industry analysis. His expertise focuses on global primary research, market and competitive intelligence analysis, applying qualitative management concepts, such as business simulation (early warning systems, war gaming, critical & creative thinking) as well as insight and foresight decision making and risk analysis.
- Since 2002, he has conducted training courses in Competitive Intelligence, Knowledge Management & Inter-Cultural Negotiation in MSc, MBA and Executive MBA programs.
- In 2010, he joined the Institute for Competitive Intelligence (ICI); an upward move towards higher academic excellence with top-notch post-graduate CI workshops offered to beginners and advanced CI practitioners in programs targeted to large multinational corporations. As an experienced trainer and facilitator, Franck designs management workshops in Corporate and Academic environment.
- Prior to his CI consulting career, Franck held senior level sales and marketing positions and worked with clients to merge European business operations and to establish distribution channels and new businesses throughout Europe. He has led project teams on business process and business development engagements in North American and European countries.
- Franck has an undergraduate degree in Marketing from la Scuola Scienze Aziendali (Italy), a graduate degree in Finance from Ecole Supérieure de Commerce (France), and an MBA from Thunderbird School of Global Management (USA).