

C u r r i c u l u m V i t a e

Eric P. Léonard
Chemin des Roquettes 11
7061 Casteau. Belgium
Born on March 29, 1956 – Belgian

+32 65 730 725
Skype EricPLEonard
730725@gmail.com
www.EricPLEonard.com



Objective : To help companies or organizations on a temporary or part-time basis.

I.e.: special assignments, interim management or board of directors.

My skills: ■ marketing ■ process ■ management.

Experience

2002 – present **Owner at Casteau, Belgium**

- Investment management: Real estate and financial investments.

2000 – 2001 **Sabbatical leave**

- After the sale of my publishing business to one of the top 3 UK publishing companies, I wanted to take it easy.
- I traveled a lot. All trips included: almost 100 different stamps on my passport.
- I accompanied my wife to Sarajevo on the SFOR NATO compound for a 4-month period.
- What I have learned: everything is possible. If you want it, you can just make it happen.

1984 – 2000 **Move Up Publishing / Léonard & Partners NV-SA – Brussels**

- Founder and managing director of this only publishing house specialized in helping university graduates and young professionals to get the best jobs.
- Move Up®: De Gids van de Bedrijven die Aanwerven – Le guide des Sociétés qui Recrutent: 1.000.000 happy readers.
- The 10-book series: Move Up practical tips: 250.000 happy readers.
- I managed to summarize Move Up process in 70 task sheets issued at tasks starting dates.
- Advertising (copy strategy, media plan).
- Public relation (press release, press conference, interviews, ...)
- More than 80% repeat business.
- Co-founder of the European Forum for Careers Information.

- Sale of Move Up Publishing / Léonard & Partners NV-SA at its all time peak records to Hobsons, a subsidiary of the Daily mail.
- *Due diligence* performed with a top business law firm appointed by Hobsons.

1984 – 1984 Duracell batteries – Brussels

- Senior product manager.
- Responsible for introducing a brand-new battery on the Benelux market.
- This includes: profit target definition, existing information gathering, identification of consumers’ needs and desires, marketing concept formulation and testing, marketing strategy + plan, sales forecast and budgeting, implementation and sales force motivation.

1982 – 1984 Procter & Gamble – Brussels

- Assistant brand manager.
- Developed, implemented and controlled all “Mr. Proper” business operations, i.e.
 - Advertising (copy strategy, media plan),
 - Packaging and product improvement based on market research,
 - Pricing, budget control and cost reduction program,
 - Stimulation of interest in product among consumers, sales force and stores (e.g. obtained international endorsement of floors manufacturers),
- This successfully resulted in a 1983-84 8% sales increase versus same period year ago.

1981 Belgian armed forces – Gent (Belgium) + Germany

Medical Service Commander-in-chief secretary. Improved leadership abilities.

1979 – 1980 Deloitte – Luxembourg

- Assistant-senior auditor.
- Evaluated clients internal control system.
- Analyzed financial statements.
- Formulated final opinions.
- Wide range of audited clients: German bank; Luxembourg, Italian and Swiss holding companies; U.S. manufacturing and franchising firms; English money broker.

Education

1981 –1982 Chicago Booth – University of Chicago

- Master of business administration.

- Concentration in finance and marketing.
- One of 10 recipients of University of Chicago scholarships out of 400 students admitted (value of 75% of tuition fees – Now: \$49,020).
- Research assistant for the business school computer facilities (15 hours per week).
- Elected as a moderator at the Conference for International Employment.
- What I have learned: to get to know I can make things happen.

Summer 1981 Economics Institute – University of Boulder – Colorado

- Certificate in economics, management and English.
- Obtained full tuition scholarship from the Institute.

Summer 1979 International University of Luxembourg

- Certificate in political economy.
- Obtained full tuition and boarding scholarship from the University.

1975 –1979 University of Louvain-La-Neuve – Belgium

- Bachelor and master in applied economics. *Cum laude*. Degree obtained in June 1979.
- Bachelor of philosophy. *Cum laude*. Degree obtained in June 1979.
- Examination conducted by the State for admission to posts on the teaching staff of the secondary school for business education - *Agregatie agrégation*). *Cum laude*. Degree obtained in June 1979.
- Thesis submitted for the degree in applied economics:
 - Part-time project analyst at I.D.E.LUX – Economic Development Company based in Arlon, Belgium.
 - Performed technical, financial and marketing studies for a \$800k waste products recovering project.
 - Made final recommendation adopted by the board of directors.

Others

- **Language:** French – English – Dutch. Good command of German, Italian and Spanish.
- **ICT:** I'm currently in charge of ICT activities as I was at Move Up publishing.