

Mathieu Castel

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Objective: to bring creative alternatives to the marketing & brand strategy challenges you are facing today and help you grow profitably

A well balanced MBA in international business who majored in services marketing and started his career abroad. Independent, energetic and very creative team player with 5+ years of experience in business development in Asia. Fluent in English, French and German with notions of Spanish, Thai and Malay.

• Educational Background

2006-2007 AIT School of Management, Asian Institute of Technology, Bangkok, Thailand.
MBA in International Business, services marketing major.

2003-2006 INT Management, Institut National des Télécommunications, Paris, France.
M.Sc. in Management, marketing of new technologies major.

2005 Pforzheim University of Applied Science, Stuttgart, Germany.
International Management Certificate, international marketing major.

• Professional Experience

Since 2007 Managing the Asia-Pacific business for services at **Alcatel-Lucent** Malaysia:
- Preparing monthly push plans and key orders forecasts (over €250 million/year).
- Controlling financial risks and provisions for services offers.
- Tracking critical project implementations and ensuring customer quality.
- Developing a financial benchmark to increase profitability in project delivery.
- Consolidating sales databases with current business effort.
- Qualifying new tenders and allocating technical resources.



2005-2006 Developed business worldwide at **Alcatel** France for the new services division:
- Set up portfolio, business process and reporting tools for the new organization.
- Participated in the strategic positioning and business plan for new mobile services.
- Consolidated business intelligence and developed a competition benchmark.
- Prepared market analysis, key account plans and market attack plans by country.
- Designed the sales support material (flyers, success stories, white papers, etc.).



2004 Managed the IT-department and organized the 1st phone fair at **Auchan**, Paris.



2004 Built-up partnerships with music majors at **EvryOne Radio** in Paris, part-time.

2003 Managed assets for top customers at **BNP-Paribas** in Besançon, summertime.



• Communication Skills

French Mother tongue
English Fluent
German Fluent
Spanish Beginner
Thai, Malay Beginner



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• Computer Skills

Expert in programming, multimedia and office software for Windows, MAC and UNIX operating systems.

2 Awards: by French newspaper *L'Est Républicain* for designing a connected robot in 2001 and by magazine *Science et Vie Junior* in 2003 for programming an internet monitoring software.

• Extracurricular activities

Culture Stand-up comedies, indie movies, science fiction novels, geopolitics and art gatherings.
Travelling Backpacking around the world to meet locals and discover new cultures.
Music Producing music for artistic performances and DJing for night-clubs and radio shows.
Sports Practicing basketball, martial arts and (marketing) triathlon!

Please request an interview for details and references