



PIERRE X. CAMPS – SHORT BIO

Pierre X. Camps, a French and American citizen, has more than 30 years experience in the marketing and advertising business in the U.S.A., Mexico, India and France. He has worked for several major advertising agencies, firms, government and academic institutions in these countries and has expertise in the Polish business environment as well. He was a Sales Promotion Consultant for Bullock's, Federated, Inc. and May Company Department Stores in Los Angeles and worked on Direct Marketing for middle and higher segmentation customers. He served as the Creative Director for Galeries Lafayette in Paris, where he created the world famous claim and concept "*Galeries Lafayette Capital of Fashion*" and was in charge of Sales Promotion and advertising campaigns. In the late 1980s he was founder-CEO of Immergence SA, in Paris, a marketing communication agency. Dr. Camps has won several distinctions in France and U.S.A. for his work. He has served as Dean of MBA and Dean of External MBA Programs at the International School of Management, Paris-New York. Since 2002 he has been Dean of MBA Programs at the Weller International Business School (WIBS) where he has been in charge of Quality and Accreditation Processes. Dr. Camps conducts seminars in Marketing, Advertising, Sales and Crisis Communication Management at under and post graduate levels. As well, he is an Instituto Tecnológico y de Estudios Superiores de Monterrey, Mexico (ITESM – Tec de Monterrey) Affiliated Professor, Academic Leader and Consultant and a Visiting Professor at ESC Rennes – School of Business. He holds a Doctorate in Business Administration and an international executive MBA from ISM. He studied Advertising Film Production at UCLA and is a graduate from the Jagellonian University in Cracow, Poland and University Paris Sorbonne where he studied Polish Language and Culture. He is presently founder/CEO of Global Market Consulting a Paris located international consultancy that specializes in Corporate Branding & Communication, Training and in Higher Education. □