

J. David Galipeau



Location Geneva, Switzerland

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Nationality Canadian

Languages English - native, German - fluent, French - basic

- ❖ **Business Leadership** - Solid leadership experience within the NGO/International Organizations (United Nations), pharmaceutical, publishing and consumer goods (FMCG) industries working with diverse, international teams
- ❖ **Technology Value** - A creative cross-channel executive with strong business development/funding skills in the field of Communications, ICT and digital content. Proven record supporting key business drivers through the conception, implementation and completion of innovative solutions
- ❖ **Analytical Skills** - Demonstrated success in program management, business development and consumer goods marketing/sales through the implementation of knowledge management and customer relationship programs based on critical data collection and data mining to align business/marketing strategy with financial goals
- ❖ **Strong Communicator** - Several years of experience within the Media and Communications field. Regular presenter and trainer at internal as well as international conferences and workshops. Effective listener and facilitator for open exchange of ideas

PROFESSIONAL EXPERIENCE

2007 **Founder, eighty20.org, Geneva, Switzerland**

Eighty20.org is a privately funded, not-for-profit foundation that advises on, develops and funds global and community based organizations (CBO) that facilitate social knowledge sharing. Focus is on multimedia/interactive projects and documentary films that have a strong local impact on preventive health, social empowerment, poverty reduction and capacity building/eLearning using the latest social media tools including social networking, web/skypecasts and web-based community sites.

Currently, eighty20.org is managing/implementing several multimedia and educational projects including:

United Nations Population Fund (UNFPA), New York, NY, USA

Production of a 48 minute documentary film on youth and women leadership supported by a gala event (Aug2008), KOL panel discussion, multilingual DVD containing the film and bonus material and an interactive webservice/eLearning portal.

Face of AIDS Foundation, Stockholm, Sweden

Long-term (1982-2012) global online multimedia project with the aim to document, preserve and present the 'digital history' the social, economic and developmental impact of the HIV/AIDS epidemic. Main elements include the design of a digitalization and classification process, creation of non-commercial and commercial products and services, creation an interactive web/community platform using latest Web 2.0 and ICT technologies, online public relations and branding initiatives and establishing academic and network partnerships. Initial partners includes the Harvard School of Public Health, Harvard Medical Library, UNAIDS, the Swedish Foreign Ministry and the Karolinska Institute.

United Nations System Chief Executives Board, Geneva, Switzerland

Unified UN Internet Presence (UN1) - Knowledge sharing project that will redefine and create common content standards within UN agencies and their constituents. Project includes development of an online communications and community platform that will aggregate several sources of multimedia information, allow the individual filtering and dissemination of custom feeds defined by themes, keyword and geopolitical metadata. Once completed, this project will be developed for local use within local projects. Partners and technology include Google (Gmaplets, Google MAPS AJAX API) and Yahoo PIPES (GUI-based interface for building custom apps that aggregate Web feeds)

2005 - 2007	<p>Web and Internet Communication Manager, UNAIDS, Joint United Nations Program on HIV/AIDS, Geneva, Switzerland</p> <p>Main duties are to define and manage internet/intranet strategy for global, regional and country organizations, partner and coordinate cosponsor online activities (UNAIDS Cosponsors include WHO, UNESCO, UNICEF, WFP, UNHCR, UNDP, UNFPA, UNODC, ILO and the World Bank), participate in ICT discussions within the context of UN streamlining. (Budget: USD 1.2 million, 6 staff)</p> <p>Global Achievements:</p> <ul style="list-style-type: none"> • Define technical and functional specifications for online communications and IT inputs, outputs, internal processes and quality assurance standards to include 1.) hire and manage multifunctional project team to redesign of the external and internal web site 2.) redesign of web related projects as required • Develop a training curriculum for regional/country online media production, evaluation and production specifically to fit the UNAIDS editorial and technical standards (Microsoft CMS) • Define UNAIDS online branding and communications guidelines and advises regional offices on web policies and communication/PR opportunities <p>Communication Achievements</p> <ul style="list-style-type: none"> • Develop and initiating new online marketing strategy focusing on US and international markets • Started major UNAIDS global intranet project. (planned 2007/8 budget: CHF 2.1 million, 6 team members) • Develop international guidelines and standards for local online branding, marketing/advocacy campaigns and search engine optimization (Russia, China, India and South Africa) • Introduced complete multimedia functionality including interactive eLearning modules, streaming video, webcasting (internal meetings), Skype conferencing and podcasting <p>Cross-Functional Achievements</p> <ul style="list-style-type: none"> • Developing new online partnership outreach with UNAIDS Cosponsors and partners • Developing new metrics and web statistic criteria and key performance indicators (KPIs) • Official UNAIDS delegate at the World Summit on the Information Society (WSIS) • Defined UNAIDS' CEB report on WSIS and United Nations Group for the Information Society (UNGIS) • Participated in the ReachOut program; a WSIS commitment of the British Council • Executive member of the UNIADS staff organization
2001 - 2005	<p>Head, Global eCommunications, Novartis International AG, Basel, Switzerland</p> <p>Represented Novartis' communication and branding interests with Corporate, Novartis Consumer Health and Novartis Pharmaceuticals (total sales: USD 26 billion) with specific projects within marketing, research IT and eBusiness. Participated in numerous global IT projects with the Marketing & Sales organization, R&D, internal communications and knowledge management. Functional and Editorial manager for Internet, Intranet, online branding and reputation campaigns with budget and team management responsibility for Corporate eCommunications (2004 Budget: CHF 2.4 million, 5 staff).</p> <p>Global Business Achievements:</p> <ul style="list-style-type: none"> • Managed major renovation of the global Internet: Led web strategy and upgrading of global internet and regional/country sites, including global publishing standards, usability, user interaction (UI), information architecture (IA), interactive/multimedia campaigns and eLearning tools and training, planning and implementation of Content Management System (Interwoven), currently shared by 50+ Novartis global websites • Developed and managed online component of US and CH reputation (general public), US/European investor relations (partnership with Yahoo! And MSN) and customer/patient campaigns • Managed major Intranet Standardization project to align the Novartis corporate and visual identity, establish key messages and themes, evaluate and decommission/integrate/migrate current Intranet websites • Established global eGovernance processes and common technology approach to web development • Moderated global workshops for usability testing, design and budgeting; reported and presented results to validate taxonomy, organization and user interaction of online assets

	<p>Corporate Communication Achievements</p> <ul style="list-style-type: none"> • Developed enterprise-wide knowledge sharing platform (N3) to facilitate internal and external communication processes and knowledge management, particularly to leverage opportunities and contain issues, trained and rolled out to 450 internal associates worldwide (key markets - USA, DE, JP, CH, FR, UK) • Led Internet and Intranet team with Chief Editorial responsibility for daily content cycle including production schedules, art direction and internal content syndication. Successfully delivered multiple business and technical projects for internal/external clients • Created and established Online Influencer Intelligence Index mirroring print and brand measurement methodology to identify and target online key opinion leaders effectively and efficiently • Oversaw benchmarking and gap analysis for key audiences (doctors, patients, investors and journalist) <p>Cross-Functional Achievements</p> <ul style="list-style-type: none"> • Liaison between IT, IT Support, eBusiness and the Communications departments. • Steering Team Member - Knowledge Work Space project responsible to developed usability, governance, content ownership/architect proposal, personalization/customization strategy, user support services and functional requirements • Work Stream Leader - User Interaction and Information Architecture for Novartis Institute for Biological Research applications (IK@N - Informatics and Knowledge Management @ NIBR)
1994-2001	<p>Partner/Managing Director, natur mediaproduktion GmbH, Munich, Germany</p> <p>Publisher of the leading German 'environmental movement' magazine 'natur&kosmos' (circulation 120.000/mth) and producer of successful weekly television series 'naturTREND' for CenterTV on RTL, Germany's largest independent TV channel.</p> <p>Established integrated media solution (print/TV/online presentation) including print editorial, online websites/newsletters and TV production planning. Successful implementation of CRM, journalist workflow tools, B2C extranet and intranet websites and customer service center. Content sharing/syndication partnerships with www.enn.com, www.wissenschaft.de, and www.amazon.de</p> <p>Successful sale of partnership in January, 2001.</p>
1996-2000	<p>Owner and Managing Director, The Web Shop, Munich, Germany</p> <p>Founded and grew full-service internet project management, strategic communications and technology development company. Advise corporations, government agencies and online/IT agencies on their interactive business strategy, online campaigns and communications channel integration. Developed/manage ICT and multimedia projects including intranet/extranet/internet and search engine optimization, defined web marketing solutions, renovate client online channel, create email ad campaigns, banner advertising campaigns; managed development of ICT solutions</p> <p>Successful sale in December, 2000</p>
1991-1993	<p>Regional Manager, R. J. Reynolds Tobacco International S.A., Geneva, Switzerland</p> <p>Managerial responsibilities including sales, corporate sponsorship programs, new market and risk management, forecast and budget analysis, contract negotiations, logistic support and leadership of 13 FTE sales and merchandising team</p>
1985-1990	<p>Marketing and Sales Manager, Bristol-Myers/Monarch Crown Corp., Frankfurt, Germany</p> <p>Member of first German in-country M&S team challenged with introducing Bristol Myers consumer and OTC products into the EU countries (Domestic and military sales). Introduced business and sales planning technology. Area - Central Germany, Greece and Turkey. Managed 7 FTEs (in-store merchandisers)</p>
1981-1985	<p>Commodity Trader/Manager, R. A. Chisholm Ltd., Toronto, Canada</p> <p>Bottom line financial responsibilities for commodity contracts. Managed trade and bartering relationships/contracts between North American, European and Japanese trading companies.</p>

EDUCATION AND CERTIFICATIONS

2009*	Post-graduate research (PhD) - Computation, Organizations and Society (COS) Ongoing research in cognitive psychology and social informatics focusing on the impact of technology on society and developing economies
2004	Executive Leadership Course, Strategic Management Harvard Business School, Cambridge, Massachusetts, USA
2003	Executive Leadership Course, Business Financial Management Harvard Business School, Cambridge, Massachusetts, USA
2002	Executive Leadership Course, Leadership and Management Harvard Business School, Cambridge, Massachusetts, USA/Luzerne, Switzerland
1995- 1996	GPM - Gesellschaft für Projekt Management Certification Ptm Unternehmensgruppe GmbH, Munich, Germany
1993- 1994	Masters of Business Administration Diploma (MBA - Marketing, Finance) Institute for International Business Studies, Munich, Germany Clemson University, South Carolina, USA
1978- 1982	Bachelors of Arts Diploma (BA - Economics, Finance) Sir Wilfrid Laurier University, Waterloo, Canada Teaching Assistant - Introductory Marketing and Macro- Economics Coach/Trainer - WLU Varsity Ski Team
1973- 1978	Honors Secondary School Diploma, Ontario, Canada

ACTIVITIES

IRC Sailing License (Trans Ocean and Offshore Sailing License)
CMAS OFFSHORE (SCUBA) Diving Certificates
Canadian Ski Instructors Alliance - Level III Instructor, Level I Coaching
