

J. David Galipeau



Location	Geneva, Switzerland
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Nationality	Canadian
Languages	English - native, German - fluent, French - working

- ❖ **Business Leadership** - A creative cross-channel executive with strong marketing, business development and funding skills. Cross-sector experience working with and managing international teams within the Civil Society, International Organizations (United Nations), Publishing and FMCG industries
- ❖ **Technology Value** - Senior management leadership experience in the field of Knowledge sharing, Communication, ICT and digital content. Proven record supporting key business drivers through the conception, implementation and completion of innovative solutions
- ❖ **Analytical Skills** - Strong understanding of statistical, monitoring and evaluation methodology and experience implementing successful data collection and measurement programs
- ❖ **Communication Skills** - Strong writing and editing skills with several years of experience within the traditional and new media communications and publishing field. Regular lecturer, presenter and trainer at international conferences/workshops/universities
- ❖ **Knowledge Management** - Strong understanding and experience developing solutions to ensure knowledge sharing with internal and external stakeholders

PROFESSIONAL EXPERIENCE

2008 - Present	<p>Chief, Web Communication Unit, Communication, Information and Outreach (CIO), UNCTAD, United Nations Conference on Trade and Development, Geneva, Switzerland</p> <p>Under the Secretary General Office (SGO), main responsibilities are to define and implement a progressive strategy to improve the effectiveness of the UNCTAD web-based initiatives and services that support the following goals:</p> <ul style="list-style-type: none">• Support UNCTAD's communication and business goals: Raise awareness and understanding of UNCTAD's mandate, agenda, challenges and achievements to current and new stakeholders - in short; in order to help stakeholders quickly understand what UNCTAD does more than what it is, the focus has to be on communicating achieved knowledge sharing, results and impact.• Modernize Online Channels Integration: Develop and implement an UNCTAD-wide Online Communication Strategy that will utilize contextual Web 2.0 innovations and tools in order to provide an online gateway to UNCTAD's knowledge and expertise and a unique insight into the highest levels of policy making, capacity building and technical cooperation.• Promote knowledge sharing: Develop solutions through which UNCTAD's knowledge (i.e. information or expertise) is exchanged with internal and external stakeholders that constitutes a valuable intangible asset for supporting business goals and sustaining competitive advantages.• Promote harmonization: Facilitate the adoption of key governance and Enterprise 2.0 policies that coordinate, not control, the online channels in a participatory, federated manner that will allow divisional flexibility without sacrificing message coherence, cost efficiencies or content relevance.• Leverage position and expertise: Mainstream UNCTAD's work through expert networks, communities of practice and technical cooperation solutions using the latest social media and knowledge sharing tools.
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2007 - Present	<p>Founder, eighty20.org, Geneva, Switzerland</p> <p>Eighty20.org is a non-for-profit organization that designs and implements global communications and business development projects that facilitate knowledge sharing between key global and local players. Focus is on projects with strong local impact on fundraising, knowledge sharing, social and economic empowerment, poverty reduction and capacity building using multimedia, social networking and web-based community and knowledge sharing tools.</p> <p>Currently, eighty20.org is managing/implementing several multimedia and educational projects including:</p> <p>Face of AIDS Foundation, Stockholm, Sweden Long-term global online multimedia project with the aim to document, preserve and present the 'digital history' of 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, media/news and branding initiatives and establishing academic and network partnerships. Partners includes the Harvard School of Public Health, Harvard Medical Library, UNAIDS, the Swedish Foreign Ministry and the Karolinska Institute.</p> <p>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.</p> <p>Project includes development of an online communications and community platform that will aggregate several sources of multimedia information, enabling filtering and dissemination of custom feeds defined by themes, keyword and geopolitical metadata. Once completed, this project will be developed for use within local projects. Partners and technology include Google (Gmapplets, Google MAPS AJAX API) and Yahoo PIPES (GUI-based interface for building custom apps that aggregate Web feeds) and several UN agencies.</p> <p>United Nations Population Fund (UNFPA), New York, NY, USA Swedish Foreign Ministry, Stockholm, Sweden Production of a 26 minute documentary film on youth and women leadership supported by a gala event, key opinion leader (KOL) panel discussion, multilingual DVD containing the film and bonus material and an interactive webservice/eLearning portal.</p>
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 the online strategy and manage internet/intranet teams 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 strategy for knowledge sharing, media, news and public information, outputs, internal processes and quality assurance standards • Develop a training curriculum for regional/country online media and news awareness/production, evaluation and production specifically to fit the UNAIDS editorial and technical standards • Define UNAIDS online branding and communications guidelines and advises regional offices on web policies and communication, media and public relation opportunities <p>Communication Achievements</p> <ul style="list-style-type: none"> • Develop and initiating new online awareness and 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

Cross-Functional Achievements

- Developing new online partnership and media/journalist outreach with UNAIDS Cosponsors and partners
- Developing new media, news 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

Head, Global eCommunications, Novartis International AG, Basel, Switzerland

Represented Novartis' communication, marketing and branding interests with Corporate, Novartis Consumer Health and Novartis Pharmaceuticals (Sales: USD 26 billion) with specific projects within knowledge management, communications, media, marketing, research IT and eBusiness.

Participated in numerous global ICT projects with the Marketing & Sales organization, business development, 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).

Global Business Achievements:

- Initiated business development program across public and private partners to increase funding and online campaign within the health industry
- Major renovation of the global Internet including web strategy and upgrading of global, regional and country sites, including global media measurement, campaign management, online and offline publishing standards, interactive/multimedia campaigns and eLearning and training tools, planning and implementation of Content Management System currently shared by 50+ Novartis global websites
- Developed and managed online campaign components for the US/CH reputation, US/European investor relations (partnership with Yahoo! And MSN) and customer/patient advocacy and branding campaigns
- Major Intranet Standardization project to align the Novartis corporate and visual identity internationally, establish key messages and themes, evaluate and decommission/integrate/migrate current Intranet websites
- Established global eGovernance processes and common technology approach to web development
- Global workshops for usability testing, design and budgeting; reported and presented results to validate taxonomy, organization and user interaction of online assets

Corporate Communication Achievements

- Developed enterprise-wide internal platform (N3) to facilitate internal and external communication processes, media awareness 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 media, news 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)

Cross-Functional Achievements

	<ul style="list-style-type: none"> • Lead and member of the Communications Steering Committee • Liaison between IT, IT Support, eBusiness and the Communication departments. • Steering Committee Leader - Governance and Knowledge Sharing • 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 (Bioinformatics) • 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>Online Editing manager 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> <ul style="list-style-type: none"> • Established integrated media solution (print/TV/online presentation) including print editorial, online websites/newsletters and TV production planning. • Successful implementation of journalist workflow tools, B2C extranet and intranet websites and customer service center. • Content sharing/syndication partnerships with www.BBC.com, www.cnn.com, www.n-tv.de, and www.amazon.de <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 business development company. Advised corporations, government agencies and online 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 International S.A., Geneva, Switzerland</p> <p>Managerial responsibilities including business development, 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 business development 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

2011*	<p>Post-graduate research (PhD) - Internet, Organizations and Society (IOS) Ongoing research in social informatics focusing on the association between technology (Internet) and Society and the impact on developing and emerging economies</p>
2004	<p>Executive Leadership Course, Strategic Business Management Harvard Business School, Cambridge, Massachusetts, USA</p>

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 Project Management Certification (PMI, Prince) Ptm Unternehmensgruppe GmbH, Munich, Germany
1993- 1994	Masters of Business Administration Diploma (MBA - Economics, Technology) 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

<p>COO, Board Member, Face of AIDS Foundation, Stockholm, Sweden The Face of AIDS vision is to develop and complementing its existing film archive into a world leading searchable and edited digital online education, research and information tool to be used in the global fight against HIV/AIDS.</p> <p>Advisory Board, CheckOrphan, Basel, Switzerland Non-profit association/foundation based at the award-winning Biozentrum, University of Basel, Switzerland, which supports the promotion, funding and research of Orphan and Rare Diseases.</p> <p>National Expert/Judge, World Summit/WSIS Awards, Salzburg, Austria The World Summit Award (WSA) is a global initiative to select and promote the world's best e-Content including eGov, eHealth and economic development/sustainability. This United Nations sponsored program was created in 2003 within the framework of the United Nations' World Summit on the Information Society (WSIS).</p> <p>Co-coordinator Web4Dev, CEB Secretariat, Geneva, Switzerland The Web4Dev Community of Practice is comprised of approximately 350+ UN Web, Knowledge and Communication managers.</p> <p>Guest Lecturer - The Graduate Institute, IOMBA, University of Geneva Business Strategy, Web Strategy, Private/Public Partnerships</p> <p>IRC Sailing License - Trans Ocean and Offshore Sailing License CMAS - SCUBA Diving Certificate Canadian Ski Instructors Alliance - Level III Instructor, Level I Coaching</p>
