

Thierry BAUX

18, Rue Théodore Honoré
94130 Nogent sur Marne - France
Tel: **(33) 6 85 21 60 74** - Cell phone
French - Married – 2 children

Date of Birth: 07/20/1962.

WORK EXPERIENCE

From Sept 2006-

b-ressource

Human Ressources consulting and Business Development specifically for Airlines and Tourism Industry
My position as a start-up **founder** is focused on developing and structuring my company.

May – December 2005

EXPEDIA – HOTELS.COM

Regional Director Southern Europe – (France-Italy-Iberia- Mediterranean Area + Middle East and Africa)

Supply Lodging- 100 millions us\$-60 employees

Responsible for 57% of EMEA revenue

Mission: manage and develop the region – define strategy and accurate organization.

Acquire new properties, Increase penetration and maximize revenue generated

February 1999 – May 2005

AIR CANADA France.

Sales and Marketing Manager France February 1999

General Manager - Sales France in February 2000

Country Manager France and Middle East from September 2003 to May 2005.

Legally responsible for the French entity -70 employees – Revenues including Middle East: 99 millions in Can \$
Restored profitability of the France-Canada routes.

Increased operations with 2 additional frequencies during peak period. Reorganized the team in a real profit centre. Yield growth by +29% between 2000 and 2003.

May 1998 - February 1999

SIXT France – German leader (car rental business)

Sales and Marketing Manager France. Launched and developed the company in France – Negotiated corporate key account and travel-chains contracts.

May 1996 - May 1998

MERCURI URVAL – European leader in Human Resources Consulting.

Consultant. Developed new businesses in various industries. Have fulfilled recruitments, Assessments of individual potentials, teams and organizations.

August 1991 - April 1996

EURALAIR- French Airlines

Product Manager In charge of a new department specialized in scheduled flights between Paris, Madrid, Saragossa and Valladolid. (10,5 millions revenue in euros). Managed sales and marketing.

December 1988 – July 1991

TWA- Trans World Airlines- France

Senior Sales Representative –
Key account management.

PROFESSIONAL MANDATES

December 2003 - May 2005

President of the **Canadian Tourism Commission'** executive committee in France.

September 2001 – December 2003

Star Alliance spoke-person in France.

October 2000 – May 2003

Second vice-president of the
Chamber of Commerce France - Canada.

PROFESSIONAL EDUCATION

2006

INSEAD: Competitive Strategy 2 days training

2003

SIX SIGMA: Green Belt – Achieved a major project in cost of sales reduction for France.

1996

Mercuri International: Sales development.

1997

Mercuri Urval : Skill and personality analysis –
Assessment of human resources potential.

EDUCATION

1988

Graduated from L'**Ecole Supérieure de Gestion**

1983

(ESG) Paris – Emphasis Marketing.

1980

B.T.S. Tourisme. (Degree in Tourism)

Baccalauréat - Série B.

LANGUAGES

English: Fluent

Basic knowledge in Spanish and German.