

**Eric DROUART**  
52 Main Street (Unit 206)  
Nashua, NH 03064-2700 USA  
Home tel. (603) 943-5785  
Mobile tel. (603) 892-2352  
Email: [edrouart@gmail.com](mailto:edrouart@gmail.com)

**CORPORATE EXPERIENCE RESULTING IN TEACHING COMPETENCIES:**

- **International General Management, Business Development (including Due Diligence of potential acquisitions, and Change Management) gained in US and overseas (France, Italy, Japan, and Canada).**
- **Management of International Product and Category Development, and Market Research.**
- **Management of strategic planning and marketing communication projects.**

**UNIVERSITY TEACHING/ADMINISTRATIVE LEADERSHIP EXPERIENCE:**

**HELLENIC AMERICAN UNIVERSITY, Nashua, NH, USA** **2019-Present**

**Adjunct Professor, MBA Program** **2019-Present**

**RIVIER UNIVERSITY (formerly Rivier College), Nashua, NH, USA** **2000-2009, 2021-Present**

**Adjunct Professor, Business Division** **2021-Present**

**Associate Professor, Business Division** **2005-2009**

- Lead student consulting projects in strategic planning and advertising development for wide range of local clients such as Nashua Senior Activity Center, New Hampshire Philharmonic Orchestra, Nashua Great American Downtown, Nashua Symphony Association, etc.
- Developed traditional/hybrid/online courses in management, advertising management, marketing management, international business, marketing research, and strategic management incorporating “real-world” experiential learning projects for local companies/organizations.
- Member of the Faculty Senate and Representative on Faculty Compensation Committee.

**Chair, Business Administration Department** **2002-2005**

- Responsible for enrolment and curriculum management of undergraduate and graduate business programs (with total enrolment of 250 students)
- Implemented new accelerated executive MBA/BBA programs in Organizational Leadership with online and hybrid courses in January 2005.
- Active involvement in college-wide committees (Planning and Budgeting, Marketing and Communication, Heritage, and Mission.)

**Assistant Professor, Business Administration Department****2000-2002**

- Responsible for teaching a range of undergraduate and graduate business courses (Principles of Management, Principles of Marketing, Marketing Research, Senior Business Seminar, Strategic Management, International Business)

**ASSUMPTION UNIVERSITY (Formerly Assumption College), Worcester, MA, USA 2009-Present****Adjunct Professor, Graduate MBA Program****2021-Present****Professor of Practice, Economics, Finance, and International Business Dept.****2018-2021****Visiting Assistant Professor, Management and Marketing****2011-2018**

- Responsible for teaching semester-long undergraduate and graduate courses in Management and Organizational Behavior, Business Research, Principles of Marketing, Principles of Advertising, International Management, Doing Business in Asia, Doing Business in Europe, and Strategic Management (Capstone) for the Department of Business Studies.
- Assisted in the design of 3-week Accelerated MBA International Practicum Trips to Italy and Poland incorporating short project management assignments for students in local small to medium-sized companies through partnership with Industry Associations member-companies in both countries.

**Director, MBA Program****2014-2017**

- Responsible for directing 36-credit part-time and full-time Accelerated MBA programs for total of 225 students. Responsibilities included promotion of the programs, application reviews, program review and scheduling of courses/faculty evaluations.
- Active reaching-out to Greater Worcester business community to promote programs and ensure programs meet employer needs.
- Launched new Accelerated MBA program (12 – 14 months) with two tracks (Accounting and Management) as a fifth year for recent college graduates including full-time professional internships (20+hours/week), individual student pairings with experienced business mentors, and a 3-week international practicum experience in a European country (Italy, Poland).

**Adjunct Instructor, Graduate Business MBA Program****2009-2011**

- Responsible for teaching semester-long courses in Strategic Management (MBA Capstone), Doing Business in Asia, Doing Business in Europe, International Business and Advertising.

**SOUTHERN VERMONT COLLEGE, Bennington, VT, USA****2009-2011****Associate Professor, Chair, McCormick Division of Business**

- Responsible for management of undergraduate business majors, and outreach to the Greater Bennington business community for project-based learning and internship opportunities.
- Lead review of existing business programs under transition to a new 4X4 curriculum.
- Gained experience in Moodle web-based course management system.

## **CORPORATE EXPERIENCE:**

**BRISTOL-MYERS SQUIBB**, New York, NY

**1984-1999**

**Vice President, Franchise Management**, Laboratoires UPSA, Paris, France

**1998-1999**

- Co-ordinated development of global branding and marketing strategies for UPSA's core brands in analgesics (Efferalgan and Aspirin UPSA).

### **Key Achievements:**

- Led European Brand Team to create global and integrated analgesic communication programs for medical, pharmacy and consumer targets.
- Coordinated UPSA participation to IASP's World and European Pain Congress (Vancouver, Canada, and Barcelona, Spain.)

**Vice President, International Operations**, Laboratoires UPSA, Paris, France

**1994 - 1998**

- Full P&L responsibilities for all international operations of UPSA (six western European subsidiaries, key Eastern European/former USSR emerging markets and export countries in Africa, Middle East, and Asia).

### **Key Achievements:**

- Managed international sales of \$274 MM in 1997 and achieved business growth of + 21% in 1996 and + 28% in 1997.
- Managed entry into Eastern Europe and Russia, initiating development of consumer advertising campaigns for UPSA OTC brands in region resulting in significant sales growth (from \$ 7MM in 1994 to \$88 MM in 1997) and UPSA share leadership in the Russian analgesics category (14%) in 1997.

**Director, International Business Development**, New York, NY

**1991 - 1994**

- Responsible for first worldwide OTC and deodorant category strategic plans and coordination of regional marketing plans for local subsidiaries in Asia-Pacific and European Areas.

### **Key Achievements:**

- 1993 short-term assignment (April to September) in Milan, Italy at GUIEU (Skin care company acquired by BMS in January 1993): Achieved full year 1993 sales growth of + 8% and corrected early post-acquisition sales decline (-25% from January to April 1993.)
- Active member of BMS team in 1991 managing 45% minority position in UPSA (French Self-medication Company with leadership position in analgesics and effervescent technology) and leading final valuation and due diligence effort for acquisition of remaining shares in 1994.

**Manager, Product Development, Tokyo, Japan**

**1988-1991**

- Responsible for market research support for Japan Division and the development and launch of new OTC products in a BMS J.V. with local Japanese partner.

**Key Achievements:**

- Full immersion in Japanese family and business culture with oral fluency in Japanese language.
- Successful launch of new line extension and new products in analgesics/laxative categories.

**Senior Corporate Manager, International Research, New York, NY.**

**1984-1987**

- New worldwide position requiring active internal selling to demonstrate market research role as an aid to marketing and management decisions for infant formula and OTC Divisions.
- Responsible for a seven-country breast and infant formula feeding behavior study for Infant Formula Division in Southeast Asia.

**GENERAL FOODS CORPORATION, White Plains, NY**

**1980–1984**

**Associate Manager, International Research, for GF International Corporation for market research projects in major Western Europe/Middle East countries for Coffee and Powdered Beverage Brands.**

- Responsible for marketing research support of Maxwell House Coffee Division (GFIC, Yuban)
- Responsible for first Home-Use-Test for Tang brand conducted in Saudi Arabia using mixed teams of interviewers.
- Responsible for marketing research support for the launch in France of new breakfast cereals by a GF/Banania JV.

**BURKE INTERNATIONAL RESEARCH CORPORATION, New York, NY**

**1977–1980**

**Account Associate, International Client Service, for multi-country research projects in Europe for both US and international clients such as TORO, Sara-Lee, Danone, etc.**

**EDUCATION:**

**M.S.B.A. Business Administration, University of Massachusetts, Amherst, MA**

**1976**

**B.B.A. Marketing Management, University of Massachusetts, Amherst, MA**

**1974**

**Business Administration Degree, IPAG, Paris, France**

**1973**

## **CONFERENCE RESEARCH COMMUNICATIONS/PRESENTATIONS:**

- 2000 Authored article on *Internet Marketing Trends in the US* in Japanese Trade Publication “Beauty Business” Tokyo, Japan (Spring 2000): 130 – 135.
- 2001 Authored article on *Inter-cultural Communication: Verbal and Non-verbal Dimensions* in Japanese Trade Publication “Beauty Business” Tokyo, Japan (Bright Spring 2001): 118 – 123.
- 2002 Authored chapter on *Globalization: An Important Challenge for Foreign Language Competency* in Georgi Hippauf (Ed.), The Third Century: A Recognition of Franco-Americans (2001): 153 – 155.
- 2003 Co-authored and presented “*Global Standardization vs. Local Adaptation of Marketing Strategies in Emerging Markets of Central and Eastern Europe*” American Society for Business and Behavioral Sciences (ASBBS), Las Vegas, Nevada (February 2003)
- 2003 Co-authored and presented “*Challenges and Opportunities of the EU Expansion in Central and Eastern Europe*” Society for Advanced Management (SAM), Orlando, Florida (April 2003)
- 2006 Authored and presented “*Assessment of China’s Entry in the WTO*” American Society for Business and Behavioral Sciences (ASBBS), Las Vegas, Nevada (February 2006)
- 2006 Authored and presented “*Outsourcing/Offshoring of US Jobs: What Is the Issue?*” American Society for Business and Behavioral Sciences (ASBBS), Las Vegas, Nevada (February 2006)
- 2007 Authored and presented “*US Jobs Insourcing Debate*” American Society for Business and Behavioral Sciences (ASBBS), Las Vegas, Nevada (February 2007)
- 2007 Authored article entitled “*Reflections on Blessed Anne-Marie Rivier and the Mission of Rivier College*” in Rivier Academic Journal, Volume 3 Number 1 (Spring 2007)
- 2009 Presented “*Doing Business in Japan*” New Hampshire Business Educators Association, fall 2009 Conference, Rivier College, Nashua, NH
- 2010 Presented “*China in the First Decade of the 21<sup>st</sup> Century*” New Hampshire Business Educators Association, fall 2010 Conference, Southern New Hampshire University, Manchester, NH
- 2011 Presented “*BRICs – Emerging Markets of the 21<sup>st</sup> Century*” New Hampshire Business Educators Association, fall 2011 Conference, Rivier College, Nashua, NH
- 2012 Presented “*China in the First Decade of the 21<sup>st</sup> Century: Achievements and Challenges*” Annual Conference on Business and Social Science Research, summer 2012, Paris, France
- 2012 Presented “*Challenges of Marketing Consumer Products in BRICS Countries*” Annual Conference on Business and Social Science Research, summer 2012, Paris, France.
- 2013 Co-authored and presented “*Influence of Cultural Differences on Marketing Cars to U.S. and Japanese Consumers*” Annual Conference on Business and Social Science Research, summer 2013, Paris, France.
- 2013 Co-authored and presented “*Cross-Borders Mergers and Acquisitions: Opportunities and Risks for U.S. Companies in France*” Annual Conference on Business and Social Science Research, summer 2013, Paris, France.
- 2019 Presented “*Business Ethics: A Force for the Common Good*” Le Montmartre, November 2019, Ville de Quebec, Canada.

## **FULBRIGHT SPECIALIST PROGRAM:**

Accepted on Roster of US Fulbright Specialist Program (3-year)

June 2018-June 2023

## **PERSONAL:**

### **Dual U.S./French Citizenship**

Fulfilled French active military duties as civil appointment in French Government Export Assistance Office in Toronto, Canada (April 1976 – July 1977)

**Languages:** Fluent in English and French  
Knowledge of German and Japanese

**Hobbies:** Black Belt in Kendo Martial Art (Japanese Fencing)  
Team Sports (Football, Soccer, Rugby) and Winter Skiing  
Art Museums and Classical Music/Performing Arts Attendance

**Memberships:** Club Richelieu of Nashua Member and President (2005-2008 and 2018-Present) of local chapter of French-speaking service club organization  
Member of World Affairs Council of NH  
Past member of NH State American French-Canadian Cultural Exchange Commission (Nominated by Governor of NH)  
Past member of Nashua Symphony Association (Now Symphony NH) Board of Trustees (3-year term)  
Past member of Bennington Oldcastle Theatre Company Board of Trustees (1-year term)  
Past Member of the Board of Gate City Charter School for the Art (1-year term)

**Volunteerism:** Active member in Marie Rivier Association (MRA) for Laity, Sisters of the Presentation of Mary, US Province: Participation in monthly prayer meetings.  
Made two trips to the birthplace of Saint Anne-Marie Rivier in France for international meetings of Lay Associates (2006 and 2007)