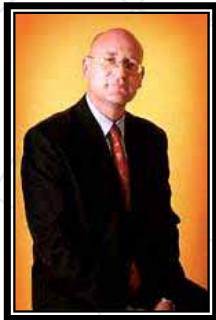


Lead Consultant's Profile



Jerome-Pierre BONNIFAY
CEO of SBIC Services

Jerome-Pierre BONNIFAY is a Human Resource and Training Consultant who has over 20 years of experience at middle and senior levels across most management functions with international organizations. He acquired a global approach in developing human resources as a primary asset for the competitive edge and long term growth of companies. His career has brought him to consult and manage HRD programs in a large number of companies over a broad range of industries: IT (Hewlett Packard, IBM, CA), Retail (Carrefour, Auchan, Jaya Jusco, Suria KLCC, Macro, Aeon), Automobile (Audi, Citroen, BMW, Porche, Toyota, Daimler Chrysler), Bank (Bank of China, Bank of Tokyo, Maybank, Affin Bank, Bank of Islam), Logistic (Kuehne & Nagel, Evergreen GPA Group, Panalpina), Hospitality (Sheraton, Hilton, Grand Maya, Relais et Chateau) and more.

Jerome is a HBDI™ certified practitioner and holds BA in Law & Economics from the University of Poitiers in France and an MBA in Human Resources from the Frederick Taylor University in California.

He is currently pursuing his PhD in Psychology – specializing in EQ and Whole Brain Thinking. Before joining SBIC Services in 1993, Jerome was working for Audi as an International Trainer successfully designed, developed and delivered training courses on Management, Sales & Marketing and Customer Service skills.

"Global expertise adapted to Local needs"

Jerome has been in the consulting industry on a worldwide basis, working in French, English and Spanish languages providing companies "glocal" solutions. He has created a wide number of training modules within the soft skills range, from sales and marketing to management and supervisory skills, time management, motivation, team building processes, etc. He has also built and implemented assessment centers, appraisal systems and training needs analysis's processes. His focus is to determine Human Resource Development needs and provide the adequate solution to answer to those needs.

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