

Thierry POUPARD

www.service-attitude.com



Born Aug. 14th 1950

#34 Street 178, Phnom Penh, Cambodia (since 2016). Tel. +855 11 239 064

tp@service-attitude.com

Fluent English

CONSULTANT IN RESTAURANT MARKETING & MANAGEMENT

2019 **RESTAURANT CO-OWNER AND MANAGER** at KHMER SENSE, Phnom Penh, Cambodia

2009-2019 **SECRETARY-GENERAL** and projects supervisor for Vietnam and Cambodia at the NGO **Restaurants Sans Frontières**: www.rsf-asso.org

Since 2004 **INDEPENDENT CONSULTANT IN RESTAURANT MARKETING. Service Attitude**

- Recovery package for restaurants in difficult situation
- Marketing plan, Business Plan, accompanying restaurants launching
- Menu Engineering (Product Mix Management) a tool designed to boost sales and profit
- Improve greeting and service that sells
- Point of sales and digital communication
- Audits, consulting, seminars, training and e-learning programs for dining room staff

1998-2004 **CHIEF MARKETING OFFICER. Quick Hamburger Restaurants**

- Direct reporting to the CEO of the Group, responsible of a team of 5 people
- Development and implementation of all brand strategies products, merchandising, communication...
- In charge of the research department, creation and optimization of a sales & profit analysis tool

1996-1998 **CONSULTANT. Marketing & Communication Opérationnels**

- Development of a sales and profit model for restaurant chains
- Strategic recommendations for brands and products

1992-1995 **PARTNER & CO-FOUNDER. BCP** (Canadian advertising agency)

- Manager of a strategic, advertising and promotional team of 9 people
- Main account: QUICK HAMBURGER RESTAURANTS

1990-1991 **ACCOUNT DIRECTOR. TBWA** advertising agency

- Management of a group of 6 persons
- In charge of a € 3 million gross margin
- Major accounts: BARILLA, PHILIP MORRIS, DELSEY, ROWENTA, DANONE, GERFLOR, DE DIETRICH, JAMESON & CLAN CAMPBELL (RICARD Group)

1989-1990 **DEPUTY GENERAL MANAGER. Rythme Alpha** advertising agency (a subsidiary of TBWA)

- Head of a team of twelve people. Gross Income: € 13 M
- Main Client: MOULINEX

1986-1988 **ACCOUNT MANAGER & INTERNATIONAL COORDINATOR. TBWA** advertising agency

In charge of international and domestic clients: SAMSONITE, DELSEY, MICHELOB (Anheuser Bush Group), WOLBER (Michelin Group), VIA INSURANCE, LOCAFRANCE (Suez Group), UPSA-OBERLIN, MIKIT HOUSES, TV CABLE, DE DIETRICH (appliances)

1979-1985 **FROM ACCOUNT HEAD TO ACCOUNT SUPERVISOR**

Advertising agencies: Leo Burnett, Emotion, Nord-Sud, Havas

MASTER'S IN BUSINESS ADMINISTRATION. University of San Francisco
MAÎTRISE SCIENCES ECONOMIQUES. University of Paris X

- **Restaurant management teacher** at Le Cordon Bleu international hospitality school, 2014-2016
- **H.E.C. Business School**: Speaker in Marketing - Executive Education and MBA Programs, 2004-2012
- **Columnist** on www.snacking.fr and **Blogger** on www.service-attitude.com since 2004
- Author of **SERVICE ATTITUDE** L'Harmattan editor, Paris, May 2007