



SERGE GUÉGAN

STRATEGIC & MARKETING INTELLIGENCE CONSULTING
- WORLD FOOD INDUSTRY PROSPECTIVE

*understanding and mastering changes
in a strategic unstable economic environment*

Mobile : 33 (0)6 08 31 72 66

Email : serge.guegan@foodintelligence.fr

Sites Web : www.foodintelligence.fr - www.serge-guegan.com



1 – A double experience of consultant & entrepreneur, a food sector expertise, and strong personal values...

► The Consultant (“vision”) : 5 interdependent activities

- **Consulting** : strategy, marketing, selling, communication, management, coaching, training
- **International market studies** : markets (products, volume/value, operators, distribution channels, market shares, trends), economic, political & social changes, consumers, sectors, main industrial players, retailers & foodservice companies, competitors ; economics
- **Strategic & marketing intelligence** : strategic & competitive monitoring & watching, databases (enterprises, markets...), research and surveys (web & non web...), company profiles, targets...More generally : all matters dealing with *The Company Strategic & Marketing Intelligence System*
- **Conferences** (professional and/or academic lectures, presentations, training...)
- **Education & academic research**

► The Entrepreneur (“action”) : 7 basic skills

Decide, Communicate, Undertake, Energize, Manage, Negotiate, Anticipate & Plan

► The Expert (“knowledge”) : world food & beverage industry : main key players (World Food Companies)

General skills (*horizontal knowledge*) remain sterile if they are not underpinned by a sectoral experience (*vertical knowledge*) based on a thorough, open and world knowledge that is constantly enriched, whether to decide on the good strategy to follow or to transmit knowledge

► The Man (“values”) :

Strong personality, critical thinking, foresight, global vision, ethics of excellence, high values, entrepreneurial spirit, intellectual curiosity, spirituality, combativeness, commitment & reliability



2 - A double career of strategic consulting and business management

- ▶ **From 2004 on: FOOD INTELLIGENCE** (France) : food strategic & marketing intelligence consulting - database on global food groups ("WFC-1000") ; strategic & prospective studies ; professional &/or academic conferences ; training, coaching
Sites : <http://www.foodintelligence.fr> - <http://www.food-intelligence.com> - <http://www.serge-guegan.com>
→ **General Manager (CEO), Associate & Founder**

- ▶ **2001-2003: DELOITTE**, Paris : audit & professional services to global & local companies - Marketing management & development of multidisciplinary Food & Distribution "Industry Lines"
→ **"Consumer Business" Senior Manager**, headquarter of D&T France, 92 Neuilly

- ▶ **1991-2001: STRATEGA**, Paris : strategic & marketing consulting, prospective market studies in the Food and Distribution sectors
→ **General Manager (CEO), Associate & founder**

- ▶ **1986-1991: GIRA**, Genève (Suisse) : consulting, food European prospective studies - founders : Jacques Belay & Alan Gordon
→ 1988/1991: **Associate**, Paris Office Director (marketing, production, management)
→ 1986/1988: **Manager** of "Fresh Food" & "Distribution" business lines for Europe

- ▶ **1983-1986: KERAVERN**, Pont-Aven (Brittany) : smoked salmon industry ; a company of SAFI group (owned by Jean Guyomarc'h, founder of EVIALIS animal nutrition global company).
→ **PDG (CEO)**

- ▶ **1979-1983: GLON-SANDERS** (France) : animal nutrition, including pet foods, agri-industries
→ **General Manager (CEO)** of « Person & Le Guillouzic », a major subsidiary based in Brittany

- ▶ **1977-1979: SORGEM**, Paris : marketing consulting and market studies
→ **Director of Strategic Studies Department**, (Food, Bio-Medical, Bio-Technologies, Building, Transports...)

- ▶ **1976-1977: GRESA**, Paris : « *Groupe de Recherches et d'Études sur les Stratégies Agro-Alimentaires* », HEC business school group ; managed by Joseph Le Bihan, founder of the well known « Centre International de Locarn » (Brittany)
→ **Consultant, Project Manager**



3 – A double (« grande école » & university) and multidisciplinary education

► **ÉCOLE SUPÉRIEURE DE COMMERCE DE PARIS (ESCP)** – one of the top highly prestigious French management schools – **Diploma** – specialization in Finances & Strategy ; 1975 year

Training Periods : Banque de France (Food Industry Financial Accounts Databank), Union Laitière Normande (now part of Bongrain), Ouest-France (newspapers & other media)...

► **PARIS IX DAUPHINE** – Economics & Management Sciences – **Phd** – specialization in International Food Marketing & Strategies

► **PARIS II ASSAS** - **Master** in business law



4 – Personal Details, Languages, Internet, Miscellaneous

Serge Guégan

French nationality ; born on May 12, 1951 in Tréguier (France, 22) ; single (three adult children)

Languages : French (mother tongue), English (bilingual), Spanish & German (basic knowledge)

Internet : «webmaster» of several own websites & blogs, web research expert...

Professional mobility : world

Extracurricular : travel, sea, nature, sports, literature, philosophy, theatre, music, violin, movies, human being, thinking & spirituality, world, diversity, prospective and...HUMOUR

SERGE GUÉGAN, STRATEGIC CONSULTING

Personal Address : 19 rue Victor Hugo 17300 Rochefort
France

Mobile : 33 (0) 6 08 31 72 66

Email : serge.guegan@foodintelligence.fr

www.foodintelligence.fr – www.serge-guegan.com

