



# MBA Master Class

## “Marketing Manager Survival Skills”

Thursday, July 29, 2010

17:30 - 21:30

**Paul J R RENAUD**

Sr. Lecturer of Marketing  
Head Coach, Renaud-Investments



### **Schedule:**

- 17.30 - 18.00 – *Registration*
- 18.00 - 19.00 – *AMP Presentation*
- 19.00 - 19.30 – *Break*
- 19.30 - 21.00 – *Paul Renaud*
- 21.00 - 21.30 – *Networking*

### **“Advanced Management Program” - Oliver Olson**

If you come a bit earlier than normal, you will have a chance to learn more about our new “Advanced Management Program” (AMP), which we will be launching in the Fall with HumanInvest.

AMP is the first of its kind in Romania bridging the educational gap between solutions dedicated to those who are preparing for their first managerial position and MBA programs.

Our pre-MBA solution is targeted at managers who are interested in following an educational program with high quality teachers from an international MBA, but over a shorter period of time (approximately 7 months).

### **“Marketing Manager Survival Skills” - Paul Renaud**

Managing Marketing today is more difficult than ever. You need a deep understanding of your customers and their respective needs, you have to continually delight them, fight off low cost competitors and work under tighter budgets while convincing your peers that Marketing is essential.

Mastering these Marketing principles does not guarantee that you will survive.

Paul J.R. Renaud, Adjunct Professor of Marketing at the Central European University Business School in Bucharest will lead you in the areas of Marketing and personal development in order to stay on top of your game and make you an efficient Marketing Manager.

Paul’s No Nonsense and ‘So What’ approach to Marketing as well as his passion for optimizing peak performance will make this Master class both informative and interesting.

Paul who currently runs his own Romanian-based Marketing and Strategy consultancy Renaud Investments, has spent the last 13 of the last 25 years working at senior levels in developing countries throughout the world. Included in this time period are stints as Vice-President of Sales at Connex (Vodafone) and Marketing Director of Romtelecom in Romania. His main industrial expertise is in Wireless Telecommunications and he was worked in Marketing, Sales, Strategy and Customer Care for multinationals and startup companies.

Fluent in French, English and Romanian, he has worked in Canada, Brazil, Romania, Hungary Turkey, Czech Republic, Thailand, Congo and Haiti. He is also very familiar with the unique challenges of developing and managing a business in developing markets.

**This event will take place at:**

**Putul lui Zamfir 36, 4th Floor, Bucharest, Romania**

There is no charge for this event, but we ask you to please confirm your participation by sending an email to: [event@msmro.org](mailto:event@msmro.org)