

INTRODUCTION

Born 19th October 1967, British, resident in the region of Paris, France, parent of three
☎ +33 686 416 723 ✉ rob@aleonor.com

Current Positions:

- Founder and Managing Director of **Aleonor** (www.aleonor.com)
Aleonor is a holistic consulting company which assists in the preparation, financing and execution of corporate or public projects with specific focus on the French and UK markets.
- Cofounder of technology startup www.laster.fr.
Laster develops Informative Eyewear for Augmented Reality applications.

Previous international experience includes **Finance** (corporate finance, investor relations, M&A, privatisation & US listing), **Consulting** (activity based cost analysis, corporate organisation and restructuring), **Project management**, **Production engineering**, **R&D** and **Sales and Marketing**.



PREVIOUS WORK EXPERIENCE - OVERVIEW

2008 - 2010	AS AN ANGEL SAS <i>Member of the Supervisory Board</i>	Paris, France
2000 - 2002	HAVAS ADVERTISING SA <i>Attaché to the CFO, charged with Investor Relations and Acquisitions</i>	Paris, France
1998 - 1999	LAZARD FRERES & Cie. <i>Analyst</i>	Paris, France
1995 - 1997	KPMG PEAT MARWICK CONSULTANTS <i>Consultant</i>	Paris, France
1991 - 1994	PEUGEOT SA <i>Production Engineer</i>	UK & France
1987-1991	BOC Ltd. <i>R&D and systems engineer (university sponsorship)</i>	UK & USA
1986 - 1987	IBM Ltd. <i>Sales support technician to large accounts (Pre-University Employee)</i>	Manchester & Merseyside, UK

EDUCATION

1997	INSEAD , Fontainebleau, France, MBA with distinction (Dean's List)
1987 - 1991	University of Oxford , UK, M.Eng. (Hons.) in Engineering, Economics & Management Awarded National Engineering Council Scholarship
2003	Chartered Engineer and Member of the Institution of Engineering and Technology (MIET)
1996	Certified in Production & Inventory Management (CPIM) by the American Production & Inventory Control Society (APICS)

LANGUAGES

Bilingual English - French
Spoken Spanish
Basic Russian (O-level)

PERSONAL INTERESTS

Ski, aviation (PPL with night qualification), motorsport, water sports, IT and time with family. Member of the "MessageParis – Mother Support Group" and of the school parent-teachers' association. Committee member of the French local network of the IET. Partner in a French Seed Capital fund.
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PREVIOUS WORK EXPERIENCE - DETAIL

- 2008 - 2010 **AS AN ANGEL SAS** **Paris, France**
- Member of the Supervisory Board***
- Software startup, created in 2001, specialized in:**
- **Natural Language Man-Machine Interface applications**
 - **Web-based Conversational Agents and**
 - **Self-Learning Artificial Intelligence Engines**
 - As a personal investor, pursuant to the 2008 capital increase and restructuring conducted under a court supervised bankruptcy survival plan, Robert McCann joined the Supervisory Board of As An Angel.
The company was unsuccessful in increasing sales in a timely manner and declared bankrupt in 2010 in the face of outstanding debts which had not been written down at the time of the 2008 restructuring.
- 2000 - 2002 **HAVAS ADVERTISING SA** **Paris, France**
- Attaché to the CFO, charged with Investor Relations and Acquisitions***
- \$2.1bn Acquisition of Snyder Communications Inc.**
- Participation in acquisition due diligence, negotiation, structuring and deal execution, including fulfilment of US regulatory requirements for a full level-3 exchange listing of American Depository Receipts
 - Deal communication to financial analysts and asset management community, including Roadshow and one on one investor meetings
- Investor Relations**
- Ongoing management of investor contacts, visits and communication. Organization of investor meetings with senior management and market consensus monitoring
- Acquisitions**
- Analysis and summary of close to 100 divisional investment proposals for board-level approval and subsequent execution of approximately 70 business acquisitions. Participation in completed share exchange transactions for Media Planning Group (privately owned) and Circle.com (Nasdaq). Implementation of a database for ex-post reporting on acquired firms. Participation in due diligence for True North Inc. (US) and Tempus Ltd. (UK) – both ultimately acquired by competing bidders in public offerings
- 1998 - 1999 **LAZARD FRERES & Cie.** **Paris, France**
- Analyst***
- For a nationalised aerospace and defence group**
- Privatisation and merger with a national competitor allied with UK partner
 - Member of a team of analysts (personally charged with the missile businesses) performing deal planning and execution including documentation of Memoranda of Information, Management Presentations, Company Valuations, Due Diligence, Revised Business Plans and Reports for the French Privatisation Commission (CPT)
 - Fiscal and structural feasibility study for the restructuring of a Franco-Italian GIE
- For a diversified Belgian holding group**
- Cession of an industrial manufacturing company to a venture capital group
- For a public utilities company**
- Analysis and recommendations for an entry strategy in the telecommunications market
- For a Luxembourg Holding company**
- Business valuation and negotiation of a subsidiary shareholder restructuring scheme
- For a diversified group in aluminium and packaging**
- Market analysis and presentation of potential acquisition targets in the packaging industry

1995 - 1997

KPMG PEAT MARWICK CONSULTANTS

Paris, France

Consultant

Major assignments for a French multinational automobile manufacturer

- Trained and co-ordinated a 12 member client team for the implementation of Activity Based Costing and Management (ABC/ABM), analysing factory expenses, cost drivers and activity costs in both a car body assembly plant and a stamping plant
- Obtained plant and board level management approval of a productivity plan, highlighting the potential for 20% cost savings and the existence of inaccurate standard cost systems which were jeopardising the rationality of operational strategy and outsourcing decisions
- Performed Cash Flow simulations on various new vehicle and capital equipment replacement scenarios

Other assignments

- Implemented ABC/ABM for a French based multinational connectors manufacturer
- Managed the information gathering and financial and organisational analysis of French manufacturers for a European government sponsored comparative industry study
- Analysed European operations and profitability for a Business Process Reengineering project proposal for a US based multinational industrial equipment manufacturer
- Prepared a purchasing function study for a multinational consumer electronics company

1991 - 1994

PEUGEOT SA

UK & France

Production Engineer

1994

Member of the Operational Improvements team

Coventry, UK

- Contributed to the UK plant's evolution from worst to best in group by :
 - Developing a management information system for production planning
 - Co-ordinating internal benchmarking (IMVP) and cost reduction exercises
 - Communicating Group policies and identifying implementation pilots

1993

Project Manager, Group Central Engineering

Sochaux, France

- Commissioned a FFfr 65m production line to budget, on time and to required quality
 - Managed a four member team. Negotiated supplier contracts. Planned and co-ordinated a dozen external contractors plus internal 'suppliers and customers'

1992

Production Engineer, Manufacturing Engineering

Paris, France

- Co-ordinated productivity improvement projects in an automated car assembly plant

1991

Graduate Trainee, Manufacturing Engineering

Coventry, UK

1987-1991

BOC Ltd.

UK & USA

R&D and systems engineer (university sponsorship)

- Four placements in Sales Development (London, Leeds), R&D (New Jersey, USA) and the implementation of a sales forecasting system (Swindon)

1986 - 1987

IBM Ltd.

Manchester & Merseyside, UK

Sales support technician in regional marketing branch

- Technical sales support to large corporate clients (IBM Pre-University Employee scheme)