

Poupak Sepehri

153 rue de l'Université
75007, Paris, France

+ 33 7 62 61 59 45
poupakpo@gmail.com

EXPERIENCE

DELOITTE SERVICES LP

2010-Present

Knowledge Manager – New York, NY

- Established a strategic communication plan for the Americas IFRS Initiative, based on stakeholder analysis, initiative needs, resources, and budget
- Analyzed Knowledge Management needs of internal customers (7 out of 10 Deloitte Americas initiatives)
- Defined clear service delivery models for portals, by identifying end goals and creating and managing metrics systems associated with each portal usage; measured web trends to adjust to end user needs
- Managed a team of 4 resources based in India to create and update the portals
- Shared leading practices with innovative online interactive tool which received several internal prizes
- Led a global knowledge network of 10 knowledge managers to manage to results and finalize the interactive tool in less than a year; shared tools and methodology across the region, with necessary translations
- Created a streamlined and cohesive process to collect leading practices across the region
- Established an operational rhythm internal to the Knowledge Management network
- Managed a team of 7 Knowledge Managers and Senior Managers to produce eminence about virtual teaming

DELOITTE CONSULTING LLP

2007-2010

Manager – New York, NY

- Led a large scale strategic leadership alignment, decisions making process creation, organization and team design project at a leading pharmaceutical company from end to end (sales to delivery)
- Established relationships with new and existing clients, resulting in major sales that strengthened the firm's strategic positioning with those clients; sold and managed projects ranging from \$120k to \$2.5mm; projects included leadership alignment, leadership communications, organizational assessment, and talent management for C-Suite clients
- Managed the communications workstream for a large M&A engagement, led the team to create a customer communications strategy for the client; deliverables also included customer presentations, web strategy and design, C-Suite communication and video production of CEO messages
- Managed the go to market strategy for the International Financial Reporting Standards (IFRS) offering of Deloitte Consulting LLP; created the solution suite and the value proposition for Human Capital's IFRS offering; created and ran the Project Management Office (PMO) for Deloitte and Touche's IFRS team; established revenue projections over the next 6 years

GENERAL ELECTRIC COMPANY (GE)

Global Communications Manager – Boston, MA

2005-2007

Sensing: \$500 MM Division of GE Providing Sensors to Aerospace, Healthcare, & Industrial Markets

- Developed & implemented change management strategy to help integrate 11 acquired businesses into one
- As part of the HR team, devised organizational strategies for the integration
- Produced and implemented internal & external communications processes globally, using multiple channels such as newsletters, the intranet, platform visits, webchats & the President's messages – Actions led to a 20% increase in employee satisfaction
- Organized annual leadership events for top 140 individuals of the division, in liaison with all constituents, & managing the GE brand, planning & executing on all team building events & coaching 20+ presenters
- Established strategic internal & external communication plan for the UK operations to drive positive cultural change, & help improve the site's product delivery performance from 50% to 90%
- Improved PR processes by managing internal & external resources including employees & vendors, leading to increasing the number of editorial pick ups for new product launches in major trade publications from 10 to over 150, & generating brand recognition on the market
- Project managed several GE initiatives, including the GE Opinion Survey for a population of 1700 employees (Europe) and a population of 3200 (Global), analyzing results, facilitating follow up focus groups, creating actions & implementing plan. Improved employee participation from 63% to 82%, & employee satisfaction from 55% to 64% in 18 months (Europe) and from 70% to 80% (Global) in 1 year.

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EXPERIENCE (Cont'd)

Manager, Internal Communications, Europe – London, UK **2004- 2005**

Corporate Financial Services: \$500 MM European Investment Banking Division of GE

- Developed & implemented a change management strategy to facilitate multiple integrations
- Created Internal Communications processes throughout Europe, for 8 different platforms in 6 countries
- Launched comprehensive program for New Hire Orientation

THE PARIS BUREAU – Paris, France **1999-2001**

Associate Producer

- Field production & location coordinator for international shoots.

FRANCE 2 (Leading French Public Television Network) – Paris, France **1992-1998**

Associate Producer

- With a team of five, formulated & executed strategic plan to respond to customer demand, preserve strong ratings of 65% market share & over 1.5 MM viewers, & build a high-margin business model in the face of growing competition
- Wrote & supervised scripts for 2-hour live shows on a daily basis
- Led a team of developers to create the web site for Télématin. Successfully launched the first broadcast news segment on the Internet in France

FREELANCE JOURNALIST – Paris, France **1993-2001**

- Broadcasting: Wrote scripts & directed short Entertainment & Style segments
- Publishing: Performed investigative reporting for a consumer's guidebook
- Print: Researched & wrote feature articles for women's & consumer's magazines

EDUCATION

New York University's Leonard N. Stern School of Business – New York, NY **May 2003**

MASTER OF BUSINESS ADMINISTRATION

- Emphasis in Management, Finance, & Entrepreneurship & Innovation
- Recipient, Stern Service Award 2003; Co-Producer, Stern Follies (annual show with students, faculty & staff)

The American University of Paris – Paris, France **May 1999**

BACHELOR OF ARTS

- *Summa cum laude*, Major in International Communications, Minor in Theater Arts
- Recipient, AUP Service Award; Produced & directed first live musical in history of the university

ISTECAT – Paris, France **June 1992**

BACHELOR OF ARTS

- Major in Communications, Journalism & Public Relations

ADDITIONAL

- Co-active coach – member of ICF (International Coach Federation)
- Languages: Fluent in French & Farsi, basic knowledge of Spanish & Italian.
- Computer & New Media:
 - Extensive Knowledge of Adobe Creative Suite, Adobe Premiere, Final Cut Pro, & HTML.
- Awards: Recipient, Médaille de la Ville de Paris, Literary prize from Jacques Chirac
- Interests: Improvisational Theater, Classic Cinema, Photography, & Wine Tasting