

RESUME

Nicolas DANILA

Emails: nicolas.danila@gmail.com

EDUCATION MSc, MBA, PhD

- management and economics
 - PhD in Management (PARIS IX Dauphine, France)
 - Diploma of Further Studies in Finance (PARIS IX Dauphine)
 - Certificates in finance, economics and marketing (Paris IX Dauphine)
- sciences
 - Physico Science Agregatif (Ecole Normale Supérieure de la rue d'Ulm, Paris)
 - Diploma of Further Studies in Chemical Physics (Pierre et Marie Curie University, Paris VI)
 - Underground Degree in Physics and Chemistry (Sciences Faculty of Paris)
- artistic
 - Study of different painting techniques (Ecole du Louvre Paris)
 - Cours Rachel Boyer on art history (Ecole du Louvre Paris)
 - Creative techniques in art and pottery (Cité Universitaire Paris)

LANGUAGES

Bilingual: French / English /

Russian: scholar level

Italian and Japanese: notions

PROFESSIONAL EXPERIENCE: President and CEO, Artistic Director, Professor, Consultant, Executive trainer, Art critic, Researcher

-management

President and Founder of Nicolas Danila Parfums Paris SAS

Founder and Artistic Director of DANILA&DANILA (virtual company)

President of N.V.D. CONSULTANTS SAS

Administrator of S.A. ADN VENTURES

Business Angel - ten years

President and CEO of N.V.D. CONSULTANTS S.A. -seventeen years

President of SOLUSCIENCES S.A

Director of N.V.D. CONSULTANTS Sa.r.l. - four years

Professor (the only permanent one) and Consultant at Centre de Perfectionnement aux Affaires (CPA) the present EXECUTIVE PROGRAM OF HEC - seven years

General Manager of the consulting cabinet N.D. CONSEIL-seventeen years

Researcher, HARVARD UNIVERSITY (sabbatical semester)

Professor-Consultant at Institute of Public Management, Paris (IDMP) -ten years

Consultant at SEMA - Group METRA -three years

-artistic

Cinematographic critic -ten years

Theatrical critic -five year

Scenario writer and co-director for a film "Aladin's flame" ("La flamme d'Aladin")

Scenario writer and artistic director for a film "Effervescent Innovation" ("L'innovation dans tous ses états")

Conception and realization of a reality show film about the translation from a planning to a market economy with the Economic Nobel Prize, Mr. Maurice ALLAIS ("Russian transition")

Study of different painting technique

New concept for fragrance industry

First fragrance without any allergen

-scientific

Research at Ecole Normale Supérieure (Laboratory of "la rue d'Ulm") -three years

Researcher at CNRS (Centre National de la Recherche Scientifique) -one year

EXPERTISE FIELDS

A – PROSPECTIVE AND STRATEGY

- Strategic variables
- Macro-trends
- Scenarios
- Treats and opportunities
- New business models

Main results :

- the identification, the evaluation and the use of strategic variables in the following fields: fragrance, cosmetics, mobile internet, mobile telecommunications, energy
- macro-trends for pharmaceutical, energy, oil and fragrance sector (90% of trends became reality)
- scenarios for energy, telecommunication, fragrance and mobile phone sector used to really formulate and implement new strategies
- treats and opportunities accepted and used for new business models

B – RESEARCH AND TECHNOLOGICAL DEVELOPMENT

- R&D projects conception and formulation
- Projects evaluation and selection
- Monitoring of programs and projects
- Dissemination of results

Main results :

- the management of the GSM program, the first R&D telecommunication program respecting the planning and the budget and after this successful result, the management of all the new innovations of mobile phone for ITINERIS program and Division , now Orange company: 4 billion Euros sales
- the formulation and restructuring of an important program about hydrogen technology
- the 100% successful selection of the R&D portfolio projects for an oil company

C – TECHNOLOGICAL STRATEGIES

- Evaluation of technological companies and SMEs
- Formulation and implementation of technological strategies
- Strategic, Competitive, Economic and Technological intelligence activity
- Network of SMEs stimulation
- Management of technology platforms

Main results :

- formulation and implementation of a technological strategy winning 500 millions Euros
- successful audit of the technological strategy of a big multinational company in cosmetics after the failure of the audit made by a very famous consulting company
- the decisional path of a pharmaceutical technological strategy

D – TECHNOLOGICAL INNOVATION

- Stimulation of technological innovation
- Critical success factors for technological innovations
- Innovation and SMEs
- Technology transfer

Main results :

- Stimulation of an energy technological innovation
- Critical success factors for a technological innovations at Hewlett Packard Company
- Management of a multidevice portal using GSM, GPRS and UMTS technologies
- Creation of ALADIN methodology

E – ARTISTIC WORKS

- Conception off luxury products
- Conception and realization of films
- Conception of artistic products

Main results:

- Two movies on innovation
- Conception on a sculpture fragrance bottle with a famous designer
- Exhibition on ceramics works at Cite Internationale de l'Université de Paris

F- INDUSTRIAL SECTORS EXPERTISE

- Fragrance, energy, telecommunications (fix and mobile), pharmaceuticals, agro-food, mobile communications, plastics and rubber, cosmetics and luxury

SELECTED PUBLICATIONS

In English

Chapters in books :

"The "DANTE" (Dynamic Appraisal of Network Technologies and Equipments) Model" in Selection and Evaluation of Advanced Manufacturing Technologies », Springer Verlag

"Evaluating Pharmaceutical R&D" in B.W. MAR et alli Managing High Technology : An Interdisciplinary Perspective, Elsevier

Articles :

"Strategic Formulation of High Technology Projects Using the Support Graph", Technology Analysis & Strategic Management, vol 1 N°3

"Strategic Evaluation and Selection of R & D Projects", R & D Management , vol 19

In French

Books :

“ Stratégies technologiques : Méthodes d'évaluation et de sélection des projets de recherche “ Paris, FNEGE

“ Pratique française des stratégies technologiques : Etat de l'Art “, Paris, FNEGE

Articles :

“Les stratégies technologiques”, CPA Management, n°10

“Les alliances stratégiques, la meilleure ou la pire des choses”, CPA Management, n°5

“Le management de la Recherche-Développement (aux Etats-Unis) “, Revue Française de Gestion, n°56-57

“ Méthodes d'évaluation et de sélection des projets de recherche “, Revue Française de Gestion, n°44

“Choix des investissements dépendants par une méthode multicritère”, Cahiers SEMA, N°3

“Methodologie d'aide à la décision dans le cas d'investissements fort dépendants”

Unpublished Doctoral dissertation, Univesity Paris IX Dauphine

CONFERENCES

In English

“ Strategic Management of R&D” UPT

“ Prospective study of fragrance industry” Monte Carlo

“Stimulating technological Innovation”, EURO XI, Aachen, Germany

“Institutional Learning in Science Parks Management” Montpellier, France

“Support Graph for the Management of high technology projects”, Manchester, UK

“Multicriteria Methods for R&D Management”, EURO IX, Paris

“ALADIN, a tool for strategic planning”, the Eight International Symposium on Forecasting, Amsterdam

“Strategic Evaluation and Selection of R&D Programs and Projects, Fontainebleau, INSEAD

“Strategic and Organizational Approaches to Biotechnology in Japan, Cergy, ESSEC

“Evaluating Pharmaceutical R&D”, Seattle, USA

In French

- « La méthode Aladin appliquée aux innovations financières radicales », document interne NVD CONSULTANTS
- « Positionnement stratégique des innovations financières », document interne NVD CONSULTATS
- « Stratégies d'innovation pour le développement de l'export - Le développement de l'export des produits polynésiens » CSIMP Papeete
- "L'aide à la décision pour l'entrepreneur - Cas de l'entreprise polynésienne" Forum des entreprises, Papeete
- « The new SWOT matrix for the new business models », document interne NVD Consulttants
- « Marketing viral in the beauty sector » document interne NVD Consultants
- « Fragrance Industry 2005-2013 Prospective study » Luxe Pack Monaco
- « Le management des interfaces stratégiques pour un parfum innovant sur les 7 dimensions », document interne NVD Consultants
- « La road map de l'innovation technologique », document interne NVD Consultants
- « La formulation et l'implémentation de la stratégie d'une start up », document interne NVD Consultants
- « Le B.A. BA du BA (Business Angel) » The 4th Monte Carlo Business Angels Foru
- « Méthodes d'évaluation et de sélection des projets » 3ièmes Rencontres Internationales Business Angels Monaco
- « L'innovation dans tous les états (les mécanismes de l'innovation) », CCMP Amiens
- « Management de l'interface stratégie/veille » AAAF (Association Aéronautique et Astronautique de France) Paris
- « Formulation stratégique et évaluation financière d'un programme de développement technologique : le cas GSM », Japan - EC R & D Executive Forum, Bruxelles
- " L'ADN pour les alliances stratégiques : diagnostic et prescription » Séville
- « Mécanismes de la décision-Evolution des outils d'aide à la décision stratégique » AAAF, Strasbourg
- « Les structures innovantes », Barcelone
- « L'approche "ADN" (Action Duale Nouvelle) pour les alliances stratégiques », Jouy-en-Josas
- « Stratégies technologiques et stratégies financières » AFCET, Paris
- « Les alliances stratégiques pour l'expansion », Montpellier
- « Les multiples visages de l'innovation » Poitiers
- « Stratégies technologiques régionales », Neuchâtel
- « Le match France/Japon en biotechnologie », Nancy