

Nicolas Fleury

Director of Marketing, Communication and Web at ISO International Organization for Standardization

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Summary

Leading ISO's global marketing, sales, communications and web strategies, as well as ISO's intellectual property and copyright strategies. Member of ISO's Senior Executive Team.

Lecturer at various university programs about sustainable management, management systems and management of non profit organizations.

Experience

Member of the Board at ISO Pension Fund

January 2014 - Present (11 months)

Representing ISO.

University Lecturer at University of Geneva

June 2009 - Present (5 years 6 months)

Master in Standardization (MA) - Social Regulation and Sustainable Development

Diploma of Advanced Studies (DAS) - Sustainable Management, Environmental and Business Management

Diploma of Advanced Studies (DAS) - Energy Management

Diploma of Advanced Studies (DAS) - Management of Non Profit Organizations

Director of Marketing, Communication and Web at ISO International Organization for Standardization

January 2007 - Present (7 years 11 months)

Director of Sales and Marketing at ISO International Organization for Standardization

April 2005 - December 2006 (1 year 9 months)

Professor of Marketing and Sales at CEFICO Sàrl

January 2005 - December 2006 (2 years)

Manager of Marketing Services at ISO International Organization for Standardization

January 1998 - March 2005 (7 years 3 months)

Manage and develop ISO's global marketing activities.

Development and launch in 1999 of ISO's e-commerce platform for the sales of ISO publications in electronic format, one of a first web stores selling PDF documents worldwide. Conversion of ISO's printshop from offset printing to digital print-on-demand printing.

Member of the Board at ISO Pension Fund

January 1992 - December 2002 (11 years)

Assistant to the Director of Administration, Budget and Marketing at ISO International Organization for Standardization

July 1991 - December 1997 (6 years 6 months)

Organizations

SES Society for Standards Professionals

Member, founding member and member of the committee of the IP Alliance

January 2013 to Present

Municipality Council of Arzier-Le Muids

Member elect, immediate past President

July 2006 to Present

Elected to serve the 2006-2011 and 2011-2016 terms.

Municipality Council of Arzier-Le Muids

President

July 2011 to June 2013

Municipality Council of Arzier-Le Muids

First Vice-President

July 2009 to June 2011

Skills & Expertise

Management

Social Media

Marketing

Strategy

Strategic Communications

Business Strategy

Publishing

Marketing Strategy

Public Speaking

E-commerce

Quality Management

Digital Marketing

Process Optimization

Business Model Innovation

Digital Copyright

Copyright

IP

Intellectual Property
Marketing Management
Environmental Management Systems
Teaching
Lecturing
International Relations
Governmental Affairs
State Government
State Politics
Licensing
Strategic Planning
Entrepreneurship
French
Project Management
Business Planning
Corporate Communications
Management Consulting
Public Relations
Marketing Communications
Leadership
New Business Development
Program Management
Change Management
Analysis

Education

IMD Business School

2014 - 2014

University of Geneva

Master of Business Administration (M.B.A.), 2002 - 2004

University of Geneva

Bachelor's Degree, Economics, commercial and industrial sciences, 1988 - 1991

University of Geneva

Mathematics and computer sciences, Faculty of Sciences, 1986 - 1987

Collège de Candolle, Geneva

Honors and Awards

Best of LeWeb 2013 - Winner category User Experience

Best of Swiss Web

November 2013

Co-creator of the University of Geneva Master Program in Standardization, Social Regulation and Sustainable Development

University of Geneva

September 2011

Languages

French	(Native or bilingual proficiency)
English	(Full professional proficiency)
German	(Limited working proficiency)
Italian	(Limited working proficiency)

Interests

Golf, swimming, tennis, snowboarding, photography, reading, music, movies, arts, cars, travelling, technology, etc.
