

FRANCIS CHOLLE: BIO

Francis Cholle is an international author, public speaker, seminar leader, and consultative advisor with extensive business experience in a variety of industries from beauty and luxury to communication and IT. He draws the originality of his ideas from a very diverse background and international exposure.

At 24 Francis became managing director and shortly after senior partner of Editions Hazan, a well-known Paris publishing firm. During his time at Hazan, he developed a ground-up knowledge of all aspects of publishing from spearheading the publication of major illustrated art books, to sales team supervision on the road, and capital refinancing. With his innate understanding of creative leadership, he rapidly orchestrated a successful renaissance in the company, reaching profitability levels unparalleled in the French publishing industry.

He then left Paris for New York to pursue his love for creative expression. He has studied theatre at the Lee Strasberg Theater Institute, and music and opera at the Julliard School and the Robert Abramson Dalcroze Institute. He has directed and assisted in a range of cutting-edge plays, and he has performed the entire repertoire of Mozart's baritone roles. In addition to his artistic studies, Francis built on his interest in the relationship between voice and human evolution by training in the psychology of hearing and voice at Centre Tomatis, in Paris and NY. Finally after 12 years of regular

practice Francis was initiated at Sivananda Kutir in Uttarkashi (Himalayas, India) to teach the art and science of hatha yoga.

Bringing together his unique array of experiences, Francis founded in parallel The Human Company so that he could help organizations nurture and better leverage their creative assets. By designing and implementing original executive development training programs that focus on creative leadership and the management of innovation, his insight and guidance have helped these corporations competitively engage in the new challenges of the global economy. He provides consulting and mentoring to C-level and senior executives at major, mid-size, and emerging firms across a range of innovative industries. Recent international clients include Alcatel Lucent, Bristol Myers Squibb, Caritas - Secours Catholique, Clarins, Firmenich, L'Oréal, Louis Vuitton, Ralph Lauren, SAP-Business Objects, and Siemens.

Drawing on the breadth of his background, Francis recently published his first book, *L'Intelligence Intuitive* (Eyrolles, April 2007), which includes a preface by French advertising guru Mercedes Erra (Executive Co-Chairman of Euro RSCG Worldwide). It turned rapidly into a best seller and a reference in the field of leadership and innovation. It emphasizes the imperative to rethink the purpose of business and it clearly demonstrates how to develop the necessary leadership aptitudes to lead sustainable and innovative organizations in an increasingly complex and rapidly changing business environment. "L'Intelligence Intuitive is a must-read if you wish to understand how your company can win the innovation

challenge and succeed in the age of globalization” says Fabrice Weber, President of Asia Pacific Estée Lauder Companies. In 2008 Francis also co-authored a book entitled L'Art du Management, published by Les Echos and Village Mondial.

In January 2008, Francis started teaching a global audience at HEC MBA a course he entitled: “Intuitive Intelligence and Innovative Leadership”. He designed this course to encourage executive students to demonstrate a new kind of leadership and help them imagine the defining purpose that drives successful business within the global imperatives of sustainability and innovation.

Francis earned a Masters in Science of Management from HEC the leading European business school, Ecole des Hautes Etudes Commerciales, rated best European business school by Financial Times for the fourth consecutive year in 2008. He is a graduate of the Creative Problem Solving Institute in Buffalo, NY and is accredited to carry out MBTI assessments. He is a practicing certified consultant of the Tomatis Method for active listening and interpersonal communication. He has traveled to more than 45 countries and has conducted business in most of them. French-English bilingual and fluent in German and Spanish, he has been living in the US for the past 14 years and resides in Los Angeles, New York, and Paris. Born in the French capital, he was recently sworn into his American citizenship. For more information, please visit his blog: www.francischolle.com and his business website: www.thehumancompany.com