

ROCHELLE CHIMENES

8 rue d'Anjou
78000 Versailles
FRANCE

American nationality
Bilingual French/English
Spanish: conversational
rochelle@positiviste.com

MANAGEMENT CONSULTANT

MBA

with over 20 years of international corporate marketing and communications experience,
specializing in corporate culture, psychosocial risk prevention and occupational health

TEACHING EXPERIENCE

NORFOLK STATE UNIVERSITY: School of Business, Tourism and Hospitality Management Program

Since 2025

Adjunct Instructor

Teach online courses to BA students:

- Human Resource Management
- Sales and Advertising
- Gaming Management

MANAGEMENT CONSULTING EXPERIENCE

Since 2022

Independent Consultant

Lead training sessions for public and private sector clients, in person and online:

- Prevention of psychosocial risks
- Conflict management using non-violent communication
- Early detection of harassment, burnout and stress among employees
- Workplace wellness strategies for high performance

Conduct organizational audits to help companies understand employees' needs

- Interview individuals and groups
- Facilitate collective intelligence workshops
- Analyze results and present recommendations to management

MARKETING AND COMMUNICATIONS EXPERIENCE

RENAULT, SAS, France (HQ): International project management in several different marcom roles, from 2000-2021:

2016-2021

Market Intelligence Department

Brand Tracking Specialist, Alliance Market Analysis team

Lead international joint surveys with research institutes on behalf of the Renault-Nissan-Mitsubishi Alliance, optimizing synergies and sharing of assets for increased efficiency and leverage of customer data.

Analyst, Upstream China Studies

Manage China market research studies on upstream topics such as social trends, customer intimacy, exploratory macro-ethnos, and unmet needs segmentation.

2014-2016

Internal Communications Department

Communications Manager for Product Planning and Programs

Lead internal communications concerning products and programs. Plan, lead and implement communications activities (briefings, messaging, event management, survey analysis)

2006-2013

Media Relations Department

Corporate Press Officer

Manage corporate communications for international strategic projects of Renault and the Renault-Nissan Alliance. Prepare major announcements with foreign partners such as Avtovaz (Russia), Mahindra & Mahindra (India), Better Place (Israel), Nissan (Tokyo) and foreign governments: press releases, Q&A, press conferences, press trips. Coach

spokespersons/experts in their exchanges with the media (identify and develop spokespersons, manage interviews, brief/debrief).

Press Communication Project Manager

Coordinate and implement product communication strategy. Develop and lead the product communication plan both upstream (with the Product Development Department) and transversally (with Marketing, Internal Communications, Advertising, etc.) around product launches. Produce international press events (press conferences and test drives) with communications agencies.

2000-2006

Advertising Department

Product Communication Manager

Deploy the brand identity in the production of product and brand communication materials: communication guidelines, brochures, interactive DVDs, photos, videos, in coherence with marketing, communication and advertising strategy.

Advertising Strategy Manager

Develop international advertising campaigns for product launches. Prepare and present advertising briefs to agencies and subsidiaries within an integrated customer communication strategy. Coordinate creative development and organize international campaign testing to optimize proposals.

HAGLER BAILLY CONSULTING: Corporate marketing and communications consulting

1997-1999

Hagler Bailly France, SA, Paris, France

Junior Consultant, Marketing Strategy (on assignment from the US headquarters)

Advise EDF and other energy companies on communication strategies in preparation for European market deregulation.

Hagler Bailly Consulting, Inc., Arlington, Virginia, USA (Headquarters)

Marketing Communications Associate, Marketing Department

Develop and implement the corporate marketing communication plan in collaboration with agencies.

EDUCATION

2021-2022

CY Cergy Paris Université, Paris, France

Psychosocial Risk Prevention and Management of Quality of Life at Work (Master's level)

2020-2023

Institut Supérieur de Naturopathie, Paris, France

Naturopathic Practitioner Certification

2013-2014

Institute for Integrative Nutrition, NYC, USA

Certified Holistic Health Coach: Foods, Nutrition and Wellness Studies

1996-1998

GEORGE WASHINGTON UNIVERSITY, Washington, DC, USA

MBA - International business/marketing

1995-1996

GRENOBLE ECOLE DE MANAGEMENT, France

Specialization: marketing

Joint degree program with George Washington University

1989-1993

UNIVERSITY OF NORTH CAROLINA, Chapel Hill, NC, USA

Bachelor's Degree – International Studies/French