

# ERIC NOËL

MACRO-CHANGES TRACKER, GEO-ECONOMIST  
AND LONG TERM THINKING ADVOCATE



## PROFESSIONAL HISTORY

- 1986 As a 18-year old student, incorporated a company dedicated to research and consultancy on global markets and financial information.  
Canadian Representative, World Youth Congress (met with Alvin Toffler).
- 1987 First trip to China. Wrote a handbook on doing business in China.
- 1988-1990 Won a Rotary International Graduate and Ambassador of Goodwill Scholarship, the Herbert H. Lank Scholarship and the Barry Garfield Scholarship, enabling Eric to pursue undergraduate, graduate and post-graduate studies in international business, European law, economics and politics, and international trade in Canada, France and Belgium.  
Consulted for some of Europe's and Canada's largest daily newspaper groups on their foreign expansion, weekly editions, and new publications.
- 1990 Wrote a business handbook for Canadian companies preparing for the new "Europe 1992".
- 1991-1993 Studied the launch of *COURRIER INTERNATIONAL* in France, its potential expansion outside Europe and later attempted to acquire a minority ownership.
- 1992 Studied the expansion of foreign-language editions of *HARVARD BUSINESS REVIEW*.  
Explored growth strategies for *THE ECONOMIST* in North America.
- 1992-1994 Researched and advised a client on newspaper acquisitions in Europe for a potential value of \$500M.
- 1993 Joined Oxford Analytica as Canadian Representative, opened the Canadian market and made it one of the leading global markets and political risk research firms in Canada.
- 1993-1994 Advised on the launch and represented a shareholder of *INFO MATIN*, a Paris-based daily newspaper start-up which later inspired free dailies such as *METRO*.
- 1994 Consulted on the growth of the personal finance press in Europe and in the US.
- 1994-1997 Co-managed a weekly Oxford Analytica column in *THE GLOBE & MAIL*.
- 1994-1998 Provided research on the emergence of the online industry and digital media convergence in the US to European and Canadian publishers and investors before the internet boom.

- 1995 Presented an Oxford Analytica report on corporate governance in the G7 that was used in a review of corporate governance in Canada.
- 1996-1999 Published *AFFAIRES BOUQUINS CONCEPTS (ABC)*, a business book summary newsletter sponsored by KPMG, including special issues on new management practices.
- Authored two management books : *40 LECTURES CHOISIES* and *LA GESTION DU TEMPS*.
- Helped organize various business seminars with leading management gurus, such as Peter Drucker, in Montreal, Boston and New York.
- 1996–2005 Monthly guest of Canadian Broadcasting Corporation's RDI and other channels on international finance issues.
- 1998 Became Head of Operations – Canada and VP Business Development – North America, Oxford Analytica.
- Participated as a guest to the World Economic Forum's Industry Summit in Palo Alto.
- 1999 Participated as a guest to the World Economic Forum's Annual Meeting in Davos.
- Helped a wireless telecom company study new license acquisitions in Tunisia and Bulgaria.
- 2001 Provided strategic research towards Enbridge's \$530M investment in Spain's CLH, a pipeline and storage company, which returned more than \$320M and was finally sold for \$1.3 B (net gain of \$556M) in 2008.
- 2001-2002 Provided briefings to the Government of Canada on the implications of the 9/11 terrorist attacks.
- 2003 Provided strategic advices to Alcan in preparation for its second hostile takeover of Péchiney for \$6.3B, creating the world's largest aluminum company at the time.
- 2003-2006 Monitored economic and political risks for Hydro-Quebec International in Latin America and provided strategic advices on its power transmission (trunk lines) and generation assets.
- Then in 2006, consulted on the sales of the state-own electricity company's Latin investments, including Chile's Transelect sold for \$1.7B, bringing a profit of \$750 to the Government of Quebec.
- 2004 Provided one of the world's largest pension funds with an investment framework and comparable indicators in 60 emerging markets for asset allocation purposes.
- 2005 Delivered presentations on megatrends shaping the future of multinationals to a group of HR leaders from nine countries.
- Became SVP – North America, Oxford Analytica.

- For a leading software company, studied and compared the pro-competitiveness policies of the IT industry in five countries.
- Developed a new global risks monitoring model for one of the world's largest aerospace companies.
- 2005-2006 Initiated and provided expert witness services in three political risk insurance claims related to wrongful power plants expropriations helping clients prevail and win more than \$US 400M in awards.
- 2005-2007 As a disappointed shareholder, developed in 2001 a turn-around plan for IMAX, the giant-screen movie company. Later organized a \$360M take-over plan and financing when the company was trading below \$4 a share, but the deal did not go ahead (the stock reached \$37 in 2011, with a market cap above \$2.2B).
- 2006 Contributed to Erich Joachimsthaler's *HIDDEN IN PLAIN SIGHT* (Harvard Business School Press), winner of the Best Marketing Book 2008 – American Marketing Association (AMA), translated in 13 languages.
- 2006-2008 Received a \$125,000 research grant for his "International Quotient Test" project, a new psychometric testing process specific to international personnel recruitment and training.
- 2008 Soon after the collapses of Lehman Brothers and AIG, developed the concept of a "*World in 3D: deleveraging, deglobalisation, deconsumption*".
- Joined the Advisory Board of The Ditchley Foundation (Canada).
- 2008-2009 Co-managed a weekly Oxford Analytica column on energy and commodities in *THE GLOBE & MAIL*'s web edition.
- 2008-2010 International Advisor, Optosecurity Inc.
- 2009-2010 For a private equity fund owned by a government, developed strategic implications and scenarios from the financial crisis, guiding the identification of specific effects on North American assets and most likely priority markets outside North America and Europe.
- 2009-2011 Helped establish the International Investors Roundtable, a private forum of more than 20 of the world's largest pension funds and sovereign wealth funds representing over \$2.5T in assets
- 2010 Provided market attractiveness and international risk research that helped MetLife International prepare its \$15.5B acquisition of AIG's Alico, adding 20 million customers in 50 countries.
- Presented on macro-changes and managed a foresight exercise for the board of a large holding company that was exploring its long term risks and opportunities post-financial crisis.

- 
- 2010-2011      Researcher and advisor to a Government of Canada's foresight and policy research lab, contributing to articles and training sessions as well as delivering presentations and publishing an essay titled "*The Age of Deconsumption*". First draft of "*Canada Towards 2030*".
- 2011            Prepared and presented a report to the Quebec Government's commission on ageing and labor participation.
- Helped create and deliver a "Future Wealth Map Model" used to compare wealth management services demand in many countries.
- Studied the potential development of a very large iron-titanium-vanadium deposit in Canada.
- Presented on macro-changes and managed a foresight exercise for a bank that was exploring its long term growth options in Canada.

**ERIC NOËL**  
Speaker and Moderator  
1.866.221.6635  
[info@ericnoel.org](mailto:info@ericnoel.org)  
[www.ericnoel.org](http://www.ericnoel.org)