

Richard TORCHIN

Professor



**Teaching Area/s: Internal Communication,
Interpersonal Communication, Institutional Communication**

Year hired at ISC Paris: 1990

Associate professor

Grande Ecole and MBA

Education:

Degree	Institution	Year	Major / Minor
E.S.C.P	Ecole Supérieure de Commerce de Paris	1971	
Licence	Université Paris X	1971	English

Course Responsibilities at ISC Paris 2005 through 2011:

- Internal and Interpersonal Communication
- Coaching: AMRH and MRHO
- Cultural and Artistic Management
- Institutional and Interpersonal Communication
- Professional Project Preparation

Education

Graduate: E.S.C.P, Ecole supérieure de commerce de Paris, 1971.

Undergraduate: Licence d'anglais, Université Paris X, 1971.

Academic Appointments

Professor of Communication and Information Systems at ISC Paris since 1990.

Instructional Activities and Development

Taught Courses outside ISC Paris since 2005

HEC: Internal communication in partnership with my client, RENAULT

ESG: Internal communication, crisis communication, AT and PNL

Advancia: AT and PNL in English

ISEG: International and intercultural Management

ESB: Social Audit and organizational audit

Other professional experience

since 1989 :

Management Consultant

HAY MANAGEMENT CONSULTANTS, ALTIME, then, independent status

A few significant examples of the missions I have lead:

Numerous missions of teams and individual coaching

Among entrepreneurs, directors, liberal, artistic, sports or literary professions (privacy policy)

Groupe LEBHAR, (cardboards) :

Complete reorganization of the sales management unit

Setting up of the Marketing unit, overhaul of the ordering process

Setting up of annual quality investigations and of a mapping system.

Groupe EDUCINVEST, (Private higher education and professional training):

Setting up of the centralized control and treasury management of the group

Complete overhaul of information systems with a benefit of 30% of the cost

Negotiations on purchase or company transfer or of active elements

SNCF:

Participation to the setting up of Directions by sector

International Benchmarking, social relations management

SANOFI AVENTIS:

Setting up of annual assessment systems for executives

Other types of missions:

Studies and realization of company projects, of strategic plans (Bull, Société Générale, Ministère de la Culture, Chambre de Commerce et d'Industrie de Paris)

Conception and animation of training seminars to communication, motivation and negotiation (CNEVA, Ministère de la Justice, Sofinco...)

Conception and setting up of a quality barometer (Renault, Société Générale, Bull...)

Engineering and web setting up training (CFPB, CCF...)

Setting up of a profit-sharing system (Nobel Plastiques)

1984 - 1989

GROUPE BAYARD-PRESSE CA 1 Md F 900 people

Directeur Général, subsidiaries of audiovisual production LES PRODUCTEURS, then BELOKAPI

Previously, CEO of SA FRANCE ANIMATION (start-up) CA 30 MF, 65 people

Financial package, production, commercialization of films, documentaries, TV series, animations, international co-productions

Commercial negotiations with partners (contractors, TV channels, co-producers, The Ministry of Culture...).

Negotiation and management of the Licence fee (derivative rights)

President of the *Chambre Syndicale Patronale* of Animation filmmakers

Production of the first TV series entirely in French, "Les Mondes Engloutis", broadcasted on A2 channel

1977 - 1984

GROUPE POLYGRAM, CA 1,4 Md F 2000 people

Director of the Compact-Disc activities, in charge of its launching in France (1981 - 1984)

Conception/Elaboration of the launching campaign

Definition and implementation of the commercial policy

Animation of the sales team and product managers, public relations

Result at the end of the first year: +30% of objective

Study of the financing and assembly manufacturing of compact discs and videodiscs in France.

Previously, Administrative and financial manager of the subsidiary PHONOGRAM (1977 - 1981)

Negotiation of contracts (artists, catalogues, producers...)

Relations with authors' companies / Artists: *overhaul of the royalties system*

1974 - 1977

CBS FRANCE (SONY MUSIC) CA 140 MF, 300 people.

Head of the accounting and financial services

Management of a company of 220 people