



Nathalie Riu
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Nathalie Riu is a Marketing and Sales Professional.

After 30 years in Multinational Companies, she is now a consultant for Adizes in Europe.

Her key competencies are:

- **Strategy:** Business Model shift (e-commerce, new market segments, strategic partnerships), Innovation.
- **Digital Shift:** Digital Marketing and e Commerce, Marketing automation, Company transition.
- **Management:** reorganization of teams (profiles, competences), Multi country Team Management, sales team creation, Complex project management.

She has worked for 20 years at American Express in Europe and in France. She has been Head of Marketing for Europe for Corporate products . Then, she has launched the first Co branded Card worldwide: the Air France American Express card. She has managed Partnerships and Mid Market sales.

For the last 6 years, she has been in charge of the Marketing and Telesales for Wolters Kluwer France. She has led the Digital transformation for the Company.

Nathalie has taught Strategic Marketing and Marketing for Services at HEC Business School between 2009 and 2013.

Nathalie has an MBA from ESSEC Business School. She works in French and English.