

Stephane Prud'homme

CEO and Head of Research at Credibility Institute

Montreal, QC, CA

Specialized in Credibility, Reputation, Branding in new markets and under uncertainty.

Biography

Advisor to Boards of Directors, CEOs, and Business Leaders. Credibility Engineer & Reputation Strategist. www.step.ru.com | www.credibility.expert Advisor to Boards of Directors, CEOs, and Business Leaders on: - Building Credibility and Reputation in new markets - Credibility and Reputation management under uncertainty - Credibility and Reputation management during M&A - Credibility management during organisational changes - Reputation strategy for Boards of Directors - Rebuilding damaged Credibility and Reputation after crisis - Reputation management and strategy for SMEs and startups in China and SE Asia - Leaders' Credibility and Reputation Powerhouse 21 years of experience (including 8 years in Southeast Asia and China) with startups, int'l agencies & large corporations, in Global Strategy, Traditional & Online Public Relations and Marketing, Spokesperson & Corporate Credibility, Credibility in New Markets, Brand Building & Reputation Management, Business Development, eCommerce in China and SouthEast Asia. Studying credibility construct for the past 13 years, through a Master Degree on corporate spokespersons? credibility in crisis situations and a doctoral research on executives? credibility and corporate reputation. - PhD Candidate Business Administration - University of Saint Joseph | Macau - MBA Degree/Int'l Marketing (2009) - Rutgers Business School | Beijing, Shanghai, Singapore - MA Business Communication Degree (2003) - UQAM | Canada Appointed ?Ambassador of University of Quebec in Montreal? in 2010, to mark his outstanding career, his contribution to the growth of his working industry, as well as to the UQAM?s prestige. Awards of Excellence Winner. Trained 600+ professionals in Canada, in Europe, in China and Hong Kong & held a Corporate Trainer Certification from the Quebec Government Ministry of Labour & Employment 2007-2015.

Availability

Keynote, Workshop, Corporate Training

Industry Expertise

Social Media, Public Relations and Communications, Advertising/Marketing

Areas of Expertise

Brand Building, Credibility, Reputation Management Strategies, Reputation Building, Reputation Management, Brand Building and Reputation Management

Affiliations

Canadian Public Relations Society, Beijing Alliance, Infinite Latitude, China Canada Business Council

Sample Talks

Business development in China through digital communication and eCommerce

Business development in China through digital communication and eCommerce. Please visit www.stephanprudhomme.com

Education

Rutgers Business School in Asia

I.E.MBA Business Administration

University of Quebec in Montreal

M.A. Communication

University of Saint Joseph

PhD(c) Business Administration - Business Communication

Accomplishments

Ambassador of University of Quebec in Montreal

Appointed ?Ambassador of University of Quebec in Montreal?, to mark his outstanding career, his contribution to the growth of his working industry, as well as to the UQAM?s prestige.

Co-Founder of Public Relations Without Borders

In 2005, I came with the idea of founding Public Relations Without Borders; two years later, the NGO was launched with the collaboration of a PR professionals group.

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