

LUDOVIC BU

Managing Director: Entrepreneur & business leader
22 years of experience in strategy & transformation
Executive MBA



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Paris, France

BIO

An entrepreneurial executive with international experience, a track record with delivering results and proven abilities in building and sustaining high performing teams in high paced environments.

Exceptional skills in the areas of business development and general business management. An effective communicator, able to adapt to evolving requirements easily while gaining the loyalty of his co-workers.

EXPERIENCE

Innovation consultant

BIO - Business Intelligence Oriented

Nov 2013 - ongoing

lamobilitedurable.com

Consulting firm focusing on innovation, entrepreneurship and sustainable mobility issues. BIO deals with business models, foresight and new products. 80K€ in revenue.

Sales, Marketing and Development Manager

SAEMES

Apr 2008 - July 2013 Paris

The second largest builder and manager of parking lots in the Paris region.

- Reorganisation of the Department; Setting up of new commercial and marketing processes; Revenue progression: +14 % from 2008, to 44 M€
- Other impacts : Enterprise strategy. Internal audit. Rebranding.

Founder, Partner, co-CEO

Mobility+ (became Auxilia Conseil)

Apr 2001 - Dec 2007 France

Sustainable development & mobility consulting firm. 8 employees.

- Reformed the company to make it profitable (430K€ revenue) and negotiated the closing with a group.

Founder; Managing Director then Chairman

Voiture & Co (became Wimoov)

Nov 1997 - Jan 2011 France & european network

Sustainable mobility and road safety solutions implementation. 90 employees, 15 establishments, a european network. 4.5M€ in revenue

ACHIEVEMENTS



I created five companies!

All are still thriving. One has 90 employees



Brought two firms back on track

The businesses were struggling. I helped them find their way to new growth



Worked in private & international & NGO sectors

EDUCATION

European Executive MBA

ESCP Europe

2006 - 2007 5 campus in Europe

- No. 13 worldwide (Financial Times' Ranking)

Political Science Master

Paris Ovest La Défense University

1991 - 1996

STRENGTH



Influencer

Comes with readings + magic intuition

LANGUAGES

French



English



Italian & Spanish



EXPERIENCE

National manager

Unis-Cité

📅 2003 - 2004 📍 France

Volunteering service for 18 to 25 year olds. 42 employees. 4M€ in revenue

- Reorganization, Private funding research, institutional relations, communication, human resources management, national development

European Parliamentary Assistant to MEP

European Parliament

📅 July 1999 - June 2003 📍 Bruxelles (Belgium)

- In charge of communication, achieved to turn MEP Rod into a personality in health and development cooperation issues.

University lecturer / Instructor

Lecturer for Sciences Po Lille; The Catholic institutes in Paris & Lille; Paris Est, Paris Sorbonne and Paris La Défense Universities; ISCOM; Instructor for Ponts formation

📅 Oct 1995 - ongoing

Other experiences

Many different companies

Euractiv.fr's consultative board; Friends of the Earth european lobbying campaigner; Universitary Press Office (OFUP) HR Manager & salesman; Etc.

PROJECTS

Steering committee member

Mobile Lives Forum

📅 Jan 2011 - Dec 2016

Created in 2011, the Mobile Lives Forum is an international institute for research on and discussion about mobilities, as both physical movement and social change. Funded by SNCF group.

Partner

CityzenCar

📅 Jan 2011 - July 2014

Peer to peer carsharing start up. Bought by Drivy (Mobivia group)

VOLUNTEERING

100.000 entrepreneurs

📅 Oct 2013 - ongoing

I make testimonys to introduce entrepreneurship culture in high schools.

Norauto Fund board member

📅 2011 - ongoing

Company's fund dedicated to road safety and environment protection

SKILLS

Entrepreneurship



Leadership



Sustainable development



Work across internal and external organizations



Management




Lead complex, multi-faceted deals



Business strategy



Mobility strategy



International relations



PUBLICATIONS

«We must open the toolbox and say "help yourselves!"», in «Regenerate the suburban», under the scientific direction of Lionel Rougé, Christophe Gay, Sylvie Landrière, Anaïs Lefranc-Morin, Claire Nicolas (Editions Loco, 2013)

«Transports, the planet and the citizens – Get over with hell, discover sustainable mobility» with Olivier Razemon & Marc Fontanes (Rue de l'échiquier, 2010)

«Reinventing life in the city», in «2011 trends noticed by L'oeil de Laser », under Philippe Lemoine et Patrice Duchemin direction (Les Carnets de l'Info, 2010)

«Reach, the lobbies battle», in Cosmopolitiques n°13 (august 2006)