



*EFFICIENCE Marketing*

## Mr Claude IROULART

Working languages: Français or English,  
basics in Bulgarian, Spanish, Italian

### ***Background information***

- Engineering degree in Electronics (Ecole Française de Radioélectricité et d'Electronique - Paris)
- Engineering degree in Space Electronics (Sup'Aero – Paris)

#### Main background experiences:

- Electronics, microelectronics, components product engineering, development and applications (Philips)
- Consultant in engineering methodologies and value engineering (DG Conseil)
- Innovation advisor for SME's
- Management of engineering and industrial SME in eastern Europe in semiconductor

### ***Successes in supporting SMEs on the international scene***

- Successful support of about 10 innovative project proposals for SMEs to the EU framework programs in the IT sector during the years 1995 to 2005.
- Management of a subsidiary of a French group in Eastern Europe
- Commercial representative of SMEs in the IT sector in Europe

### ***Experience in the renewable energy sector***

- Smart -micro grids, wood heating

### ***Experience in innovation management***

- Creativity and innovation : research and test of new products and services
- Competitive analysis and positioning,
- Anticipation studies,

### ***Additional expert skills***

- Functional analysis – Value analysis – QFD (Quality Function Deployment) – Project management at international level
- Innovation programs - Patents
- Financial and Cost breakdown analysis