

# **Biennale internationale design**

**Saint-Étienne** **10 ANS** **15 → 30 NOV.2008**



**Isabelle Vérilhac**

Development towards Economy And Ecology manager

## **PROFESSIONAL EXPERIENCE**

Since April 2007

CITÉ DU DESIGN DEVELOPMENT MANAGER.

Economical development towards economy and ecology

Assisted by a four-person team

Partnerships, networking with economic players (companies, shops, designers, collectivities)

Raising awareness, training of economic partners

Development and management of projects for economic, territorial, societal development

Enhancement of actions with partners

## **ECONOMIC NETWORK**

February 2003 - March 2007

DIRECTOR MEDICAL TECHNOLOGY CENTRE (42).

Health network development and outreach

Assisted by a seven-person team

Managing the association, action strategy and program, financing research, interfacing with the industrial milieu, researchers and professionals

from health sectors, institutional partners, core competency centres and networks

Project engineering, event organising

## **ADVANCED TRAINING**

From October 2003 on

in charge of the NATIONAL ARTS AND TRADES CONSERVATORY FOR THE DESIGN AND INNOVATION CENTRE (42)

Advanced training for companies

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Creation of a repository, relations with the Paris CNAM, teaching consultant

From 2002 on

LECTURER IN INDUSTRIAL DESIGN INSA (69) - INSACAST (69) - OYONNAX  
HIGHER SCHOOL OF PLASTICS SHAPING  
(01) – SCHOOL OF MINES (42) – ITECH (42) – UNIVERSITY etc  
Training for Companies and Engineers  
In collaboration with a professional designer

Design of an awareness raising module for design, intended for industrials  
Lecturer in Life and Earth Sciences 2002 –Leonardo de Vinci High School(43)  
Member of the Jury for *Janus de l'Industrie* (Institut Français du Design)

### **CULTURE**

2004

DESIGN AND MATERIALS EXHIBITION  
ROTONDE CCSTI Loire

Raising awareness of Design for Schools and the Wider Public with the assistance of  
the Rotonde team

Appraisal in materials, relations with companies and designers

June 2002 – writing of a book “RESPONSES MATERIALS DESIGN QUESTION”  
November 2002

CDRA (Design Centre, Rhone Alps 69) and ARAMM (Rhone Alps Agency for  
Mastery of Materials).  
Consultancy and Design Exchanges for Companies

Canvassing and surveys of industrials and design agencies, design and writing of a  
handbook destined for companies and designers

2000 - 2002 -2006

EXHIBITION Curator

2000, 2002, 2006 SAINT ETIENNE INTERNATIONAL DESIGN BIENNAL

Awareness raising and Design for Companies, for territorial Collectivities, and for the  
Wider Public

With the help of designers

Curator for the project "Design & Santé pour Tous" [*Design & Health for All*] (2006)

Coordination of the "Territoire & Design" space (2006)

Stage designing for the Industrial Space, coordination of the Space (700 m<sup>2</sup>) (2004)

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## **ECONOMY**

2001 - 2002

HEF GROUP,  
Andrézieux-Bouthéon  
Surface Treatment Technology Transfer  
INTERNATIONAL MARKETING

Representative for the Group with international organisations (CCI, DRCE, BDPME)  
Definition of communication approaches, setting up a corporate image  
Organising international salons (SAE , Hanovre, MIDEEST etc)  
Changes between the mother company and subsidiaries (France and International)

1997 - 2000

BELLSPORTS,  
World leader in cycling safety helmets  
EUROBELL Division, Roche la Molière.  
Manufacturing and sales of cycling safety helmets, BELL and GIRO brands.  
Sales of accessories

1998 - 2000

PRODUCT CHIEF, MARKETING OFFICER, with the assistance of two engineers.

In addition to the preceding duties, carried out the following functions:

Organising international salons - Eurobike in Germany:  
Coordinating sales meetings (European distributors and US mother company)

1997 - 1998

DEVELOPMENT AND LABORATORY OFFICER  
Assisted by three technicians and five co-workers in sample production.

Sample and customised sales design  
Cost price. Seeking out and following up suppliers (France, California, Taiwan etc).  
Homologation of cycling helmets and accessories (EC,TUV, VSI etc)

1991 - 1995

SCIAKY Industries, Gien.  
Manufacturing of equipment for Surface Treatment.  
RESEARCH AND DEVELOPMENT OFFICER, assisted by two technicians

Creation of the R&D Department, and quality procedures for the Department  
Writing a magazine for EDF / NOVELEC, CETIAT (1996)

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## **TRAINING**

2003

**DESIGN RESEARCH DIPLOMA:**

Design Research Centre, graduate studies, Saint Etienne Beaux Arts School  
1997

Company Creation Project "Development Consulting", St Etienne University  
1996

Company Diagnostics "Pacte 42", Saint Etienne E.S.C. Group  
1995

**DOCTORATE IN MATERIALS CHEMISTRY AND PHYSICS:**

Summa cum laude, CNRS/ University.

Orlaans / Matra / Sciaky

## **MISCELLANEOUS**

Fluent English, 3 stays in California, frequent travels to the US and Europe, thorough knowledge of computer tools under WINDOWS, skilled in the use of INTERNET, PHOTOSHOP.

### **Leisure activities:**

Design, painting, decoration