



Tatiana Miron

Advisor, Trainer and Founder, Global MBA, CCE

50 years old - France

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Conseil PME et ETI Stratégie entreprise

Stratégie Internationalisation Innovation Financement



Tatiana Miron is the Founder and CEO of Prime Target, start-up specialized in export market selection business intelligence services and solutions for international development. Since 2020, more than 300 companies have used Prime Target's tools to select their export markets. Prime Target is active in the USA, Germany, France, UK, Australia.

Tatiana has over ten years of experience in strategic management, business and market development in a wide range of industries. Tatiana worked in various countries in Eastern and Western Europe as well as Africa; she speaks five languages (English, French, Spanish, Russian and Romanian). Tatiana has a MBA and Master's degree and she followed a Design Thinking Course in Portland, USA and her Global Management Major in Shanghai, China.

She started her career in the banking and financial sector and pursued her business activity in strategic international management. Today, Tatiana is managing her company and also acting as consultant for the BPI France international acceleration programs and advises several high-tech start-ups.

She promotes creativity, accountability and performance in all she does and gets involved in. Tatiana is a strong believer in gender equality in leadership.

Experiences

Senior Consultant

Prime Target - Since 2018



- ▶ International Market Selection for SMEs
- ▶ Strategic advisory
- ▶ International development and growth, coaching
- ▶ Change Management
- ▶ Global Strategy

CEO and Founder

Prime Target - Since February 2018 - Full-time - France



- ▶ Business Model Design
- ▶ Business Development
- ▶ Market Research
- ▶ Partnership research
- ▶ Technical Roadmap Design
- ▶ Business Plan
- ▶ Research and Development
- ▶ Marketing

Associate Partner at Hofstede Insights

Hofstede Insights - January 2020 to January 2021 - France



- ▶ Intercultural Management
- ▶ Training on cross-cultural teams
- ▶ Change management to become a global leader

Lecturer

Business Schools - Since September 2019

- International Business
- Global Strategy for MNCs
- Change Management
- Import Export Administration
- Cross-cultural Management

Project Director

Business France - November 2015 to January 2019 - Full-time - Paris - France



- Business unit sales goals and strategy
- Key Projects management
- Leading and conducting international market studies and projects
- New services development by understanding customer needs
- Development of new Partnerships and sponsorships (France and abroad)
- Change management projects

Sales and business development manager

Provepharm - April 2015 to October 2015 - Full-time - Marseille - France



- Meeting sales goals and selling to customer needs
- New partnerships and contract negotiation
- Sales planning and managing processes
- Building market knowledge and competition analysis
- Planning and budget allocation
- Working hand-in-hand with marketing team

Head of food and agriculture department

Business France - September 2009 to August 2014 - Full-time - Johannesburg - South Africa



- Organise, plan, and implement department's activity
- Consulting on French companies
- Team management
- Negotiating and working with suppliers in Mozambique and Mauritius
- Events organisation
- Quality Control responsible

Head of customs valuation department

SGS Société Générale de Surveillance - January 2000 to November 2005 - Full-time - Barcelona - Spain



- Organise, plan and implement department's activity (team of 18)
- Developing production and efficiency processes
- Change management role (transfer activities from France and UK to Spain)
- Team management
- Quality Control responsible
- Planning and budget allocation

International Operations

Banca de Economii - August 1996 to December 1999 - Full-time - Chisinau - Moldova

- International Payments

- Foreign Exchange Risk Management
- Advisory to branches

Skills

Business Administration

- Business Strategy ★★★★★
- Leadership and team management ★★★★★
- Global Marketing and Sales Management ★★★★★
- Budget Management ★★★★★
- Project Management ★★★★★
- Change Management ★★★★★
- Digital strategy ★★★★★☆

International Development

- Global strategy ★★★★★
- Contract and Partnership Negotiation ★★★★★
- Risk Assessment and Management ★★★★★
- International market selection ★★★★★
- Market Intelligence ★★★★★
- Intercultural Communication ★★★★★

Kedge Women Executive Club - Gender Equity in leadership

- Club leadership and strategy
- Events organisation
- Communication and education
- Corporate Communications
- Collaboration with companies in terms of Social Responsibilities in terms of equality
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Innovation

- Member of the Jury of Cleantech France Start-up Competition, Paris, June, 2017
- Design Thinking Seminar, Portland, USA, 2016
- Driving Innovation Course, Marseille, France, 2016

Digital skills

- Microsoft Office pack ★★★★★
- BtoB social networks (LinkedIn, WeChat, twitter, Facebook) ★★★★★
- BtoC social networks (snap, Instagram, Facebook) ★★★★★☆

Langues

- English ★★★★★
- Russian ★★★★★
- Romanian ★★★★★
- French ★★★★★
- Spanish ★★★★★☆

Education

PHD Candidate

CERGAM Laboratory, Aix-Marseille University

Since November 2020

Master of Research

Aix-Marseille University

2020 to 2021

MBA Global Management

Kedge Business School, Marseille, France and Shanghai, China

November 2015 to May 2018

Master of Business Administration in Global Management

Master of Science

Academy of Economic Studies, Chisinau, Moldova

September 2004 to July 2005

Master in Finance and Banking

Bachelor's degree

Academy of Economic Studies, Chisinau, Moldova

September 1991 to July 1996

Economist in Finance and Banking

Interests

International

CCEF

Sports

- ▶ Semi-Marathons Running (Marseille-Cassis)
- ▶ Mountain biking

Literature

- ▶ "The Boys in the Boat" D. Brown
- ▶ "Long walk to freedom" Nelson Mandela
- ▶ "Deficit Myth" Stephanie Kelton
- ▶ "Global Strategic Management" Philippe Lasserre