

BIOGRAPHY

PERSONAL INFORMATION

Name	Catherine Lemaréchal
Born	1959 at Suresnes, France
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PROFILE

Catherine Lemaréchal is a senior advisor in communication, branding and time management. She runs her own company Ticato AS, and can help you build strong brands from the inside out, get your message across, gain greater confidence in front of an audience, and manage your time more effectively.

Lemaréchal has previously worked with leading and reputable communication companies such as Geelmuyden.Kiese and Burson-Marsteller. She has a marketing background, and has been an assistant trainer at Dale Carnegies course in *Effective Speaking and Human Relations*. In addition, Catherine is a Licenced NLP Coach and is also certified in FranklinCoveys “Seven habits of highly effective people” and “The 5 Choices”. Catherine has done pro bono work for nine years for the organization MOT, teaching school classes vital life and social skills.

SKILL SET

Communication training	Personal Development	Networking
Corporate Branding	Personal Branding	Marketing Communications
Executive coaching	Leadership Development	NLP (Neuro Linguistic Programming)
Workshop Facilitation	Time Management	Public Speaking

PROFESSIONAL EXPERIENCE

Catherine has a solid consultancy background and has been working within this area of expertise since 1992, both with large global corporations and smaller local companies. Client sectors include banking and finance, engineering, law firms, media, IT, insurance, the travel industry, cosmetics, recruiting, telecom, and television.

Some of the companies she has worked for include: Accenture, Avis, BI, BBS, Burson-Marsteller, Copenhagen Business School, Den Norske Dataforening, DNB, DNO, Econa, EDB Ergo Group, Engelschiøn Marwell Hauge, Forsvarsbygg, Folketeateret, Gjensidige, Grieg Shipping Group, Hammer & Hanborg, Hotel Continental, IBM, Innovasjon Norge, JKL Group, Joint Collaboration, Langlee Wave

Power, Manpower, Markedsføringsforeningen, Mnemonic, Museumsforbundet, Nasjonalforeningen for folkehelsen, NILU, NBBL, NITO, NRK, Oslo universitetssykehus, Point Carbon, PR-Operatørene, PSI Systems, Rezidor Hotels, Right Management, Samsung Electronica Nordic, Schibsted, SG Finans, Simula Innovation, SEB, Sparebanken Hedmark, Star Tour, TDC, Tekna, Telenor, Theatercaféen, VIA Egenzia, Visma Consulting, Østfold fylkeskommune.

Catherine is author of various professional articles (http://ticato.no/media_1/) and is currently writing a book on how to reach your goals together with explorer Liv Arnesen.

She teaches Teamcoaching at MetaResource and has taught and held presentations/workshops at BI, BI Alumni and Copenhagen Business School.

QUALIFICATIONS

FranklinCovey	The 5 Choices, Stockholm (2011)
CRR	Organization and Relationship Systems Coaching Fundamentals(2010)
FranklinCovey	The 7 habits of highly effective people, Oslo (2009)
MetaResource	Licensed NLP Coach, Oslo (2009)
FranklinCovey	FOCUS - Achieving your highest priorities, Oslo (2008)
Richard Bandler	Using even more of your brain for a change, Amsterdam (2008)
MetaResource	NLP Master Practitioner, Oslo (2007)
Erickson College	Coaching Team Thinking & Team Innovation, Oslo (2007)
Active Choice NLP	NLP Practitioner, Åros Norway (2002)
Dale Carnegie	Executive Image Program, Oslo (1989)
Dale Carnegie	Graduate Assistant, Oslo (1989)
Dale Carnegie	Effective Speaking and Human Relations, Oslo (1989)
Merkantilt Institutt	Graphical design, Oslo (1987)
Frogner VGS	Specialized course in marketing, Oslo (1985)
University of Oslo	Phonetics and linguistics, Oslo (1980)
Cours Morin	Brevet de Technicien Supérieur de Secrétariat, Paris (1978-80)
Chamber of Commerce	Examination of the British Chamber of Commerce, Paris (1979)
Ecole Suger	Baccalauréat, Paris (1975-78)

LANGUAGES

Norwegian	Fluent
English	Fluent
French	Fluent

OTHER POSITIONS HELD

Markedsføringsforeningen	Board member (2008-2010)
BI School of Management	Mentor through BI's mentor programme (2002-2004), (2007-2009)
Network "Kvinner i Ledelse"	Board member (2002-2003)
FAU	Chairman of the Board (2003-2005) at Hosletoppen skole (parents association at school)
Foundation MOT	Instructor at Holmlia skole 2004-2013