

# Isabelle SALAÜN-GORRELL

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<http://igorrellconsulting.blogspot.com>

## **Foreign Language Teaching/Training Market Research and Translation**

Franco-American nationality

Operational in 5 languages

(English, French, German, Spanish and Italian)

### **Skills and Experience**

#### ▶ **Foreign Language Teaching/Training - 5 languages (1981 – 2011)**

↳ **École Franco-Allemande de Commerce et d'Industrie - Paris –  
(1993 – 2011)**

- English teacher (International Trade Studies)

↳ **French Chamber of Commerce and Industry (CCIP) – Paris  
(1999 – 2003)**

- Developer of examination papers and test items in business French

↳ **School of European Languages - Courbevoie - (1993 – 2002)**

- Language instructor, training of company executives and managerial staff  
(English, German, Spanish and Italian)

↳ **École Européenne des Affaires (ESCP-EAP) - Paris - (1993 – 2000)**

- French teacher (MBA Program)

↳ **École Française des Attachés de Presse (EFAP Image & Médias) - Paris  
(1997-1999 et 2009-2010)**

- English teacher
- Member of the Examination Jury

↳ **Rollins College and University of Central Florida, USA (1987 – 1992)**

- German and French teacher

↳ **Walt Disney World Company, Fl. USA (1988 – 1989)**

- French teacher, training of the future Euro Disney managerial staff

↳ **Éducation Nationale**

- CAPES qualified German teacher

## ▶ **Market Research in 5 languages (1999 – 2021)**

### ↳ **Moderation, Analysis and Translation**

- Moderation :
  - Interviews (face-to-face, on Skype/Zoom and by phone)
  - In-facility focus groups, online focus groups, online communities
- Analysis : top lines, summary reports and full reports
- Translation : discussion guides, questionnaires, reports, commercial brochures, etc ...

### ↳ **Targets**

- B2B and B2C, professionals in the industry and services sector, opinion leaders, experts, healthcare professionals (general practitioners, specialists, pharmacists, patients, etc.), consumers, customers, users, internautes ...

### ↳ **Main sectors**

- Industry and Services, Consumer Goods, Healthcare, High Technologies, etc...

## **Education**

**Spanish Major (DEUG d’Espagnol)**, « magna cum laude », Rollins College, FL, USA (1991)

**Diploma of the Italian, German and British Chambers of Commerce**, with honors, Lyon (1985)

**Bachelor’s degree in English/German**, Lyon II University (1983)

**CAPES in German (Secondary School Teacher’s Certificate)**, Paris X University (1981)

**École Normale Supérieure de St Cloud** (1980)

**Master’s degree in German**, « magna cum laude », Paris X University (1979)

## **Publications** (Textbooks in German and French)

**Weiter!** John Wiley & Sons, New York, 1994

**Weiter! Lesen, Reden und Schreiben**, John Wiley & Sons, New York, 1994

**Weiter! Arbeitsheft**, John Wiley & Sons, New York, 1994

**Tête-à-Tête**, Heinle & Heinle, Boston, 1992

**Conversation in French**, Heinle & Heinle, Boston, 1989