

Isabelle SALAÜN-GORRELL

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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)**

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

- English teacher (International Business Studies)

↳ ***French Chamber of Commerce and Industry (CCIP) (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)

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

- French teacher (MBA Program)

↳ ***Ecole Française des Attachés de Presse (EFAP Image & Médias) - Paris
(1997-1999 and 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 Eurodisney managerial staff

↳ ***Education Nationale***

- CAPES qualified German teacher

▶ **Market Research in 5 languages (1999 – 2020)**

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

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

↳ ***Targets***

- B-to-B and B-to-C, professionals in the industry and services sector, opinion leaders, experts, healthcare professionals (general practitioners, specialists, pharmacists, patients, etc.), consumers, customers, users, internauts, etc.

↳ ***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)

Ecole 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