

Cyril Legrand

Director of Client Services and Vice-President of the Oxford Leadership Academy



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Cyril Legrand is the Director of Client Services and Vice-President of the Oxford Leadership Academy. He is a highly experienced facilitator of the Oxford Leadership Development Programme, which he has led in Oxford and elsewhere since 2001.

Cyril is a recognised change agent with strong expertise in strategic management, brand development and people empowerment. He is a down to earth individual, comfortable working in complex multicultural and multidisciplinary environments.

Over his 19 years of experience working in the consumer-goods sector for leading multinationals, Cyril has held various functional and operational management positions across Europe and Asia.

Cyril has long-term experience in building international brands. He has led the successful design of fully-integrated campaigns for which he has won several company awards, as well as the 1995 Thai Royal Award for UNHCR / Thai Red Cross "Pouring Happiness into Hearts" fund-raising program in Thailand.

He has international experience in achieving business success through the alignment of people and culture in the execution of strategy. He is skilled in translating strategic issues into focused and practical implementation platforms.

On his last assignment, Cyril's achievements as Director of Development for a large beverage multinational in China resulted in the successful development of new product categories and the emergence of new

distribution channels providing the company with long term growth relays and the consolidation of its market leadership.

Cyril has been a pioneer and authority on experiential marketing. This led Thailand Tatler to name him in 2006 as one of the 300 most influential expatriates in the Kingdom.

He has been a dedicated professional to values-based management as a key driver for better performance in both individuals and organizations as well as for sustainable development. This helped him smoothly and successfully to restructure companies in Asia following the 1997 financial crisis.

His core competencies include:

- Strategic management
- Brand-building skills
- Sales and negotiation techniques
- Team empowerment, motivation and morale
- Values-driven leadership
- Change management

His other fields of interest are related to the research on the relationship between self-awareness and leadership effectiveness. He is currently working with leading academics on the development of new models in this field.

Cyril has been practicing reflective inquiry techniques for 15 years which he has integrated into both his personal and professional lives for better life/work alignment and balance.

Cyril is an alumnus of HEC School of Management Paris and Oxford University (Templeton College). He is a member of "The Change Leaders" international network, an association of change practitioners dedicated to the development of human capital in organisations.