



PATRICIA LANE

BA, MA, PhD/abd in international relations, with a specialization in the US-Europe-Southeast Asia triangle

PROFILE

Patricia holds French and American citizenship. Today, she leads Franco-American Quill, specialized in intercultural communications, both internal and external. A native French and English speaker, she offers strategic communications consulting, copywriting, translation and adaptation, and training services.

She started her career working for NGOs accredited to the UN, then moved on to focus on business development, marketing and corporate communications. She took part in joint-venture projects and spearheaded public and private international development projects, notably in Vietnam where she was born. During her doctoral studies at the East-West Center, she began to specialize in intercultural communications, drawing on the international influences in which she had always been immersed. She moved to France in 1995, working first as an intercultural management and expatriation consultant, then as Director of European Development for a Californian company's Paris and London offices. Patricia launched her own business in 2001.

EXPERIENCE

2001 – Founder Lokahi Interactive & Franco-American Quill

- Strategic communications consulting, project management (print, Web, social media), copywriting, translation and editing services
- Consulting and training in intercultural communications
Cultural audits, expatriation preparation, team building, international development and effective presentation skills coaching

Selected references: Airbus, Aire, Altédia, Atis Real, Aventis, Cap Gemini, Comptoir Balland-Brugneaux, Dalkia, DGAC, Focus Conseil, Fondation pour l'innovation politique, Fromageries Bel, Infancia, INRETS, Jonak, La Maison de La vache qui rit, Linkfluence, Mapa Spontex, McDonald's Europe, Pierre Hermé, PRES Bourgogne Franche-Comté, BEM – Ecole de Management de Bordeaux, Sidel, Synergie, Transdev, SNCF International, UBS, Victor Buck Services, VISA, YSL...

Member SFT - Société française des traducteurs

Member UJJEF- Communication et entreprise

Member IABC – International Association of Business Communicators

1996-2000 Director business development, Paris and London

STUDIOS ARCHITECTURE, international corporate architecture and design firm with HQ in San Francisco

Rev: \$50 millions, 200 staff

Conceived and implemented European business development and marketing strategies

Set and coordinated communications policies with the firm's five offices

Developed corporate accounts portfolio

Created a network of partners and collaborators

Spearheaded market intelligence programs

1995-1996

Expatriation consultant, Paris

InterCultural Management Associates

Rev: 2.5 M€, staff: 12 permanent + external experts

Prepared and animated cross-cultural training sessions for senior managers of corporations with expanding international operations such as Mobil, EDF, and Aéroports de Paris.

Scientific consultant for documentaries on Vietnam, Paris

BBC-TV and GMT Productions/France 3 Television

1989- 1993

Research and development consultant -Vietnam

East West Center, Honolulu, Hawaii

Researched, analyzed and evaluated development project proposals.

Identified and negotiated scientific and economic partnerships.

Overall project management.

The East West Center is a para-governmental organization established by the US Congress in 1960 in order to strengthen relations with the Asia-Pacific countries. Annual budget: \$25 M

Development consultant, Saigon

San Miguel Group, Philippines

Feasibility study on the legal, political, and financial conditions in Vietnam for a joint-venture brewery project.

Identified investment opportunities and appropriate partners.

Devised forex conversion programme to repatriate local profits.

Conducted training sessions for Vietnamese local staff on Western business practices.

The San Miguel Group is the largest private corporation in the Philippines

Nha Xuat Ban Ngoai Van, Hanoi

Edited and translated manuscripts for the French and English sections.

Initiated training sessions on modern publishing practices and techniques, including book publishing project management.

The Foreign Languages Publishing House is an entity of the Vietnamese Ministry of Culture.

Public relations associate, Honolulu

O'lelo – the corporation for community television

Designed and spearheaded a major publicity campaign to launch a new multicultural public television station. Key focus was to enhance community awareness and corporate participation

Positions held between 1989-1993 were assumed alongside my doctoral studies.

1987-1989 Assistant to the Deputy Chief of Correspondents

Time, Inc., New York

Coordinated over 30 international bureaus.

Organized professional and diplomatic conferences.

1982- 1987 Freelance consultant, New York

NGOs: Commission to Study the Organization of Peace, International Women's Tribune Center, Ralph Bunche Institute...

Research centers: Contemporary US-Asia Research, New York University, Carlton University...

Companies: TIME Inc, Grey Advertising, Rowan and Cown...

1979-1980 Paralegal, New York

Abberley, Kooiman, Marcellino and Clay

EDUCATION

- Continual professional development with the professional organizations to which I belong
- Multimedia designer, Ecole des métiers de l'image-CCI Les Gobelins, 2000
- PhD/ABD International Politics, University of Hawaii – East West Center 1993
- MA Political Science, New York University 1984
- BA International Relations, New York University 1980
- Baccalauréat "B", Lycée français de New York 1977

SELECTED PUBLICATIONS

- "What's in a word?" In Traduire. Société française des traducteurs, June 2013.
- "Manager la diversité culturelle", interview in Commerce International, April 2009
- "Communication et interculturalité: Le goût des autres", interview in Com'Ent, November 2007
- "Savoir gérer des collaborateurs étrangers", interview in Le Journal du Management, April 2007.
- Savoie : Terre de contrastes (Altair | Les Points Cardinaux Communication, October 2006) – bilingual edition – photographs: François Isler.
- Book Review of Successful Mergers, Acquisitions and Strategic Alliances: How to Bridge Corporate Cultures by Charles Gancel, Irene Rodgers and Marc Raynaud (McGraw-Hill, 2002). In Journal of International Business Studies, October 2002.
- "Éléments sur la mise en œuvre de la politique américaine envers l'Indochine." In Les Guerres d'Indochine de 1945 à 1975. Les Cahiers de l'IHTP, June 1996.
- Book Review of In Retrospect: The Tragedy and Lessons of Vietnam by Robert S. McNamara (TIME Books, 1995). In Péninsule (No. 30), July 1995.
- "US-France-Vietnam Relations, 1940-1945: Center-Field Environments and the Implementation of US Foreign policy." In Vietnam and the West, ed. Robert Brigham, Vietnam Generation, Fall 1995.
- Book Review of The Economic Consequences of the Vietnam War by Anthony S. Campagna (New York: Praeger Press 1991). In Review of Radical Political Economics (Vol. 25, No. 3), September 1993.
- "Vietnam: A Country Still Divided by its History." In Centerviews, March-April 1991.
- Tech and Tools Book: A guide to technologies women are using worldwide. Compiled by Ruby Sandhu and Joanne Sandler, International Women's Tribune Center, 1986.
- Rights of Women: A workbook of International Conventions relating to women's issues and concerns. International Women's Tribune Center, July 1983.
- "The Politicization of Human Rights." In Regional Promotion and Protection of Human Rights (Report No. 28), Commission to Study the Organization of Peace, 1980.