BRUNO COINTEPAS

Customer Experience | Operations Management | L&D | Hospitality | AEHL

63 years old

brunocointepas@gmail.com

I have extensive global expertise in Operations Management, L&D and a foundation built on Hospitality values.

I am able to deliver a unique 360 degrees end user-centric approach to any project.

My background and experience have equipped me with profound insights into cultural expectations and high service standards.

EDUCATION

Hospitality Business Management

EHL - LAUSANNE HOSPITALITY BUSINESS SCHOOL
September 1984 to February 1989

SKILLS

Specialities

- Customer Experience
- Conceptual Design
- Operations Management
- L&D / Learning Facilities Design & Start-up
- Business & Corporate Events Design & Delivery

EXPERIENCES

Independent Consultant

Bruno Cointepas - July 2017 to November 2025

Let's (re)design what exceptional customer experience feels like!

I leverage my global L&D Operations Management expertise and Hospitality values to bring a unique, 360 degrees end user-centric approach to any project while maximising business return.

o Customer Experience
o Conceptual Design
o Operations Management
o L&D / Learning Facilities Design & Start-up
o Business & Corporate Events Design

http://www.brunocointepas.com

Managing Partner

Merx Trade International - May 2021 to September 2024

Merx Trade International - MTI - is a management, and trade solutions advisory firm. Our mission is to support businesses, sellers, and buyers in realizing their international ambitions and to successfully play on a global scale.

Hospitality Operations Director

Performance Buildings Ltd. - January 2019 to December 2022

As a Swiss Technology company, we have taken on the challenge of automating and optimizing work spaces.

With Performance Buildings® new breed of software, corporations can create a high performance building based on two guiding principles:
Process automation - to utilize space more efficiently
Resource optimization - space sharing within and across corporations

Ready to redefine your workplace? With us you can do more with less space. Please get in touch!

https://performancebuildings.ch

Project Lead

Sociedad Espanola de Extractos de Cannabis XCan S.L. - January 2020 to April 2021 - Madrid - Spain

XCan (Sociedad Espanola de Extractos de Cannabis XCan S.L.) was a new vertically integrated business setting up a world-class medical cannabis cultivating and processing facility in Andalucía, Spain.

Led the research, strategy, business plan and design phases of this > €20M project using the latest cultivation and extraction technologies.

Cultivating industrial hemp and cannabis psychoactive plants
Hydroponic cultivation technique
Newly built, clean-technology, indoor, fully controlled grow rooms; no open air nor greenhouse cultivation
Supercritical CO2 extraction process technology
EU-GMP Certified
Later to be fully licensed by the Spanish Agency of Medicines and Medical Products - AEMPS

Founder & Managing Director

NEQUIVI - Effective Learning Operations - June 2010 to June 2018 - Wassenaar - Netherlands

Supporting professionals and organizations in improving the effectiveness of their learning delivery in line with their business objectives :

• improve operations effectiveness
• conceptualize, design, build and/or remodel Learning facilities
• audit, design and set-up processes for effective L&D operations

Co-creating learning processes always aiming at the development of individuals and their organization's effectiveness and leadership.

Co-founder & Managing Partner

Chefs' by Lise Timmer - January 2018 to November 2018

Partnered with Lise Timmer to assist her professionalize and further develop her initial and proprietary Chefs' network concept.

Developed an overall strategy, clear potential markets segments, acquisitions and services processes, a website framework and its texts, business terms and conditions, contracts and legal documents as well as communication, social media and operating strategies.

Co-founder & Managing Partner

Paul&Bruno - Conceptual Design Partners - March 2016 to June 2018 - Wassenaar - Netherlands

Partnered with a former Shell Real Estate colleague to leverage our respective skills sets and promote the "Conceptual Design" approach to project management: designing facilities and services through the eye of the end user.

Assisting organizations, project developers and architects with the design of effective concepts that enhanced both customers and employees' positive experiences while minimizing both future operational burden and cost.
Applying this approach right from the beginning of projects helped maximize return on investment; save on development time and cost and maximize turnover.

Key projects :

• Design of the new "The Hague Conference Centre New Babylon" and restaurant concepts - The Hague, The Netherlands

• Redesign of the new "Park Paviljoen" Visitors Centre - Hoge Veluwe National Park, The Netherlands.

Managing Director - Universo Bois France

Universo Bois SAS - July 2014 to December 2015 - Sarreguemines - France

Managing Director - "Directeur Général", initially as an interim management role.
Universo Bois was a B2B key player on the French market for (wooden) garden products with a turnover of circa € 20M per year.

Initially hired to improve operations, develop & implement a new commercial strategy for the French market and to create stronger communication lines between the French operations and the Dutch mother company.

Following the company owner's decision to stop its activities, I had to both operationally and legally close down the business in France.

Behavior Change Programme Operationalization

Energy sector - Private consulting firm - April 2014 to May 2014 - The Hague - Netherlands

A project for Castor & Partners, a private, Cyprus based, Leadership Development and Talent Management Consulting Firm which exclusively focused on the Middle East & Levant energy sector.

Assisted with the Saudi Aramco's "Leader Role Modeling Behavior" programme further potential roll-out and operationalization.
Used my own network to refer professional coaches and assisted setting-up an internal operational model.

Training Operations & Services Audit

Compass Group - February 2014 to March 2014 - Gamba - Gabon

Hired by the Compass Group - Eurest Support Services (ESS) -, Shell services provider in Gabon, to carry out an assessment of their Hospitality and Facility Management training operations and services in the greater Gamba area.

Assessed ESS's Hospitality & Facility Management services training strategy for Shell Gabon and formulated recommendations on how both companies could jointly further structure and roll-out Training initiatives at short, medium and longer term.

Group Corporate Learning Centre Development

ABB Asea Brown Boveri Ltd. - September 2011 to December 2013 - Zurich - Switzerland

Hired by Joe Hogan (CEO) and ABB's Executive Commitee to develop the concept and lead the project to design a new >10,000 m2 "Learning Factory" Corporate Learning Center concept at the Group's headquarters in Zurich, Switzerland.

Starting from a blank sheet of paper, the project included the transformation of an old industrial factory from the 30's into a CHF 70M state of the art Learning facility and technology show-case facility.

Operations Audit

Antropia, Cultuur- en Congrescentrum - June 2011 to July 2011 - Zeist - Netherlands

Hired to carry out a detailed audit of this congress center to detail and analyze the current operational processes in order to, at a later stage, introduce new operating procedures aiming towards a more effective and professional operation.

Ran a full audit of the processes in place and also assessed the capability of the organization, per department, in line with a potential upgrading of the current operations as well as future broader plans for development, including the potential building of the Triodos Bank new headquarter on the center's ground.

Learning Delivery Manager - Exploration & Production

Royal Dutch Shell Plc. - December 2005 to May 2010 - Rijswijk - Netherlands

The EP Learning & Leadership Development organization was in charge of building the capabilities required to deliver Shell's Upstream Business plan by providing effective learning opportunities for developing over 19'000 Shell E&P and JVs employees' technical skills, globally (> $ 200 million yearly budget).

Member of the Leadership Team and also focal point for the Asia region in close partnership with the dedicated regional Learning Manager

Led a team of 35 events facilitators in charge of delivering over 625 business & technical Learning programmes per year as well as over 125 Business & Corporate events, globally

Accountable for the utilization and operational effectiveness of the Shell EP Corporate Learning Center (capacity of 350 students/day) in Rijswijk (The Netherlands), including facilities related services, residential accommodation as well as maintenance and IT.

Global Upstream Learning community expertise holder for learning delivery services, facilities design and operation; providing technical input and practical advice to JVs/regions in which 6 satellite learning centres were already operating or to be created.

Engaged with and provided support for specific projects in JVs, external parties and National Oil Companies such as Kuwait Petroleum, Qatar Petroleum, Iraq Southern Oil Company, Petronas (Malaysia), Pertamina (Indonesia) and Sakhalin Energy Investment Company.

Senior Business Consultant - HR BPO Project

Royal Dutch Shell Plc. - May 2009 to January 2010 - The Hague - Netherlands

Global project to streamline the delivery of Learning Events Management services throughout RDS. Simplify, standardise and leverage investment made in global learning systems and HR Services Delivery Model; i.e. improve effectiveness & efficiency, reduce cost, deliver overall process improvement

Learning Services Lead - Shell Learning

Royal Dutch Shell Plc. - August 2002 to November 2005 - The Hague - Netherlands

Shell Learning was a newly created and global network of learning professionals providing non technical Leadership and Business Improvement programmes across the Shell Group.

Member of the Leadership Team in charge of setting up and leading the global Learning Delivery Services structure and resources across 5 regional offices in the US, UK, The Netherlands, Malaysia and Australia.

Direct line management responsibility for > 35 learning coordinators in The Netherlands and indirectly for all regional teams through their respective leaders

Led the project to conceptualize, design, start-up and operate the new Corporate Learning Center and Residential Accommodation Building (a € 20 million project) at the Group Headquarters in The Hague, The Netherlands.

IT Projects & Solutions Change Management Focal Point - IT For Shell

Royal Dutch Shell Plc. - August 2001 to July 2002 - The Hague - Netherlands

In charge to manage & facilitate the ITPS' Leadership Team (13 Senior Executives) regular face to face and virtual Team meetings.

Rolled-out Change & Communication initiatives and designed & delivered global Learning Conferences.

During this assignment, the Vice President in charge (who later became CIO of the Shell Group), asked me to coach him on his leadership behavior.

LEAP Associate - Leadership and Performance Management Group

Royal Dutch Shell Plc. - January 1998 to July 2001 - The Hague - Netherlands

The LEAP Team was an internal dedicated change management outfit created by and reporting directly to the Committee of Managing Directors (CMD) to help accelerate the Shell Group transformation.

Accountable for managing the operations and the P&L of the Shell Leadership Learning Center.

Organized and delivered Shell Senior Management bi-yearly Leadership events (up to 400 attendees and budgets up to $ 8 million per event).

Led the LEAP Learning Delivery Services Team of > 25 associates.

Built internal capacity to deliver adventure-based experiential learning in collaboration with US based non-profit "PA - Project Adventure" organization.

Founder & Managing Director

HRotel - Hospitality HR Management Services - January 1994 to January 1998 - Wassenaar - Netherlands

Selected, recruited and trained employees for new and existing hotels in Southeast Asia emerging markets (Malaysia, Indonesia, Vietnam, Philippines)

Appointed Hospitality Trainer for Hong Kong based Century International Hotels (Brian Deeson's) in the South East Asia region.

Designed and delivered development programmes for hotel chains and independent privately run properties in Central America and throughout the Southeast Asia region.

Led and facilitated adventure based experiential learning activities at the “Outdoor Centre” in Nadrin (Belgium).

Lectured at the International Hotel Management School of The Hague (The Netherlands).

Corporate Training Manager - "Exclusive Hotels of The World"

Forte Hotels Plc. - January 1993 to January 1994 - Slough - United Kingdom

Tasked with the (re)centralization of employees’ training and development programmes for Forte’s luxury “Exclusive Hotels by Forte” portfolio - 13 properties in 9 different countries.

Facilitated the introduction of the group’s global customer loyalty programme.

Director of Human Resources

Hyatt International Hotels - Hyatt Regency - January 1989 to January 1991 - Riyadh - Saudi Arabia

Member of the hotel's Executive Committee , in charge of managing the whole Human Resources function.

Led > 450 employees and fully accountable for the HR (Personnel & Training) department's activities such as “Saudisation” programme, catering, staff housing, transport and employees welfare.

The HR department received the “Hyatt E.A.M.E. Hotels - Best HR Operation" award in 1990.

Supported and motivated employees throughout the distressing period of the 1990-1991 first Gulf-War when the US Army Command used our hotel as their military operations base and communications center.