

Marie-Caroline Chauvet has been consulting with Insigniam since 2003, bringing 15 years of prior international corporate experience, including as an executive and a division controller at the world's largest cosmetics company. In a recent engagement, Marie's strategy consulting accelerated the integration and cultural transformation of a leading pharmaceutical company in Europe. Her leadership consulting enabled the research and development team of a leading European chemical company to establish new partnerships within the group's divisions and prompted the CEO to boost R&D investment six-fold. Other projects include working with a billion-dollar family-owned company to



expand their strategic frame and position the brand to powerfully integrate acquisitions; engaging 160 aerospace executives to redesign the future of their division; and leading an initiative that achieved breakthrough resolution of a stalled gas exploration project in the Middle East.

Marie-Caroline holds a MBA in International Business from Université Paris-Dauphine, completed the Executive Education General Management Program of INSEAD/CEDEP and pre-doctorate work in strategy with a dissertation on corporate governance at the University of Toulouse.

She has authored over a dozen thought leadership articles and is a sought-after speaker on the topics of design thinking and innovation. Her depth of experience makes her a critical senior member of the Insigniam Learning & Development and Design & Innovation Teams.

Awards and Recognition

- Leader in Teamwork & Collaboration, Insigniam, 2015
- HBA Europe 2019 LEAD Volunteer Award
- Stanford Design Thinking Action Lab and Crash Course on Creativity
- Creativity & Innovation Course, Disney Institute

Public Speaking and Service

- Secretary-Treasurer on the Global Board of Directors and Executive Committee, Healthcare Businesswomen's Association, 2024
- Elected Town Councilor, 2020-present
- Board member, Healthcare Businesswomen's Association, Europe, 2016 - present
- Board member, Product Development and Management Association, 2014 - 2017
- Speaker, "Soft Skills of The Future: introduction to Design Thinking," Healthcare Businesswomen's Association, Paris, 2014
- Speaker, "Creating Dramatic Growth Through Sustained Innovation," Healthcare Businesswomen's Association Annual Conference, 2014

- Speaker, “Unleash the inherent creativity of your company and create the culture & infrastructure to generate and execute innovation sustainably,” World Innovation Convention, Cannes, 2013
- Taught management accounting at the Toulouse Business School for three years
- Led workshop on personal branding for executive education at the Toulouse Business School for three years

Thought Leadership Articles

- The Clash of Organizational Transformation and Linear Thinking, IQ Insigniam Quarterly, February 2022
- Is Resilience A Function Of Relationships And Gratitude?, Insigniam Blog, February 2022
- Onboarding, Your Secret Weapon For Employee Experience And Engagement, Insigniam Blog, December 2021
- Hiring In A Virtual World, Insigniam Blog, November 2021
- Are You Providing What Young Professionals Value?, Insigniam Blog, May 2021
- Cross-Cultural Teams: Are We Really Leveraging Diversity?, November 2020
- Leading Through Uncertain Times, Insigniam Blog, September 2020
- It's Time For a Paradigm Shift for Gender Equality, Insigniam Blog, July 2020
- Speeding Up Execution Across Continents, Insigniam Blog, July 2020
- Three Recommendations To Stay Focused On Your Goals, Despite the Circumstances, Insigniam Blog, March 2020
- Are you too busy to volunteer? That may be the wrong question., Insigniam Blog, March 2020
- My Life As A Roadwarrior – Tips For Thriving On The Road, Insigniam Blog, November 2019
- Here's Why It's Time To Add Tokenization To Your Vocabulary, Insigniam Blog, August 2019
- Are You Ready For Blockchain In Pharma?, Insigniam Blog, April 2019
- Is Your Culture Encouraging “Being Nice” vs “Being Straight”, Insigniam Blog, April 2019
- Creating A Culture Of Meritocracy, Insigniam Blog, October 2018
- Purpose, Passion And Grit, Insigniam Blog, August 2018
- The Future of Work: Are You Prepared To Shift Your Frame Of Reference?, Insigniam Blog, February 2018
- Does Your Personal Brand Match Your Commitments?, Insigniam Blog, January 2018
- Are You Prepared For The Future Of Data Privacy?, Insigniam Blog, January 2018
- Driving the Future, IQ Insigniam Quarterly®, Fall 2017
- Organizational Transformation In The Fourth Industrial Revolution, Insigniam Blog, September 2017
- Design Thinking Develops The Soft Skills Of The Future: Are You Ready?, Insigniam Blog, June 2017
- Why The “Burning Platform” Concept Is Obsolete, Insigniam Blog, February 2017
- Co-author, Leading for a Corporate Culture of Design Thinking, IQ Insigniam Quarterly®, Summer 2016
- Culture Change Through Enhanced Cooperation: A Challenge For Executives?, Insigniam Blog, May 2016
- Acknowledging Failure Key to Innovation Culture, Insigniam Blog, April 2016
- High Performing Virtual Teams: 3 Practices for Increased Effectiveness, Insigniam Blog, March 2016

- Co-author, *Design Thinking: New Product Development Essential from the PDMA* (Product Development and Management Association), Chapter 12 “Leading for a Corporate Culture of Design Thinking,” October 2015
- Transformational Leadership & Culture: Are You Demonstrating Your Organization’s Values?, Insigniam Blog, September 2015
- Culture and Innovation: Are You Really Listening To Your Gen Y Employees?, Insigniam Blog, June 2015
- A Foundation For Extra-Ordinary Management Results: Your Onboarding Process, Insigniam Blog, April 2015
- Can Transformational Leadership Shift the Conversation for Gender Equality?, Insigniam Blog, April 2015
- Reimagining Magic: Experimenting Your Way to Success, Insigniam Blog, April 2015
- Four Pillars of Innovation: Part I—Today’s Needs vs. Tomorrow’s Vision; Part II—The Indestructible Infrastructure; Part III—Forging The Process; Part IV—Crafting The Culture, Insigniam Blog, February – March 2015
- Embracing The Intrapreneurial Way, Insigniam Blog, March 2015
- Strategic Transformation From L’Oréal Makes Its Multicultural Portfolio More Beautiful, Insigniam Blog, October 2014
- Truly Creating Strategic Outcomes For 2014, Insigniam Blog, December 2013
- Acknowledgement And High Performing Teams, Insigniam Blog, October 2013
- Inspiration In The Work Place, Insigniam Blog, June 2013
- Assessing Your Current Corporate Culture, Insigniam Blog, January 2013
- Elevating Performance In Your Organization, Insigniam Blog, December 2012
- Social Media Is Talking. Are You Listening?, Insigniam Blog, October 2012
- 4 Steps to Dramatically Transform Your Budget Conversations & Your 2013 Outcomes, Insigniam Blog, October 2012
- Dramatically Transform Your Budget Conversations, Insigniam Blog, October 2012
- A Distorted View of Your Clients: When Business Becomes At Risk, Insigniam Blog, September 2012
- 3 Things Leaders Can Do Today To Make Tomorrow Better, Insigniam Blog, July 2012
- Does your company “know what is best for its clients”?, Insigniam Blog, May 2012

Insigniam B.I.T.s Podcast

- Leading A Pharmaceutical Company Throughout Covid: A Conversation With Neil Archer, Bristol Myers Squibb, Germany, January 2022