

# JOËL CICÉRON



## CONTACT

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## LANGUAGES

French - native  
English - fluent  
Chinese - intermediate

## SUMMARY

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Seasoned executive with decades of experience in leading complex, multimillion-dollar projects in offshore wind and environmental services in Europe and Asia.

I connect technology, people and business opportunities to create successful ventures that deliver on time and on target.

## KEY COMPETENCES

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- Expert in Environmental and Offshore Wind industries with a deep knowledge of the regulatory environment, technical and engineering aspects and all procedure-related issues.
- ‘Business Builder’ with excellent motivational skills who creates high-performance teams that deliver outstanding results under challenging circumstances.
- Veteran corporate leader with operational, tactical, and strategic experience in global enterprise, capable of driving complex projects forward to guaranteed success.

## CAREER HIGHLIGHTS

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# OSTENDO

Consultancy company for green energy & environmental services

### POSITION

Founder & Director  
2013 to present

### OVERVIEW

Ostendo provides confidential strategic consultancy to international companies in the offshore wind and environmental services for acquisitions, early-stage project development, renewable energy roadmaps, corporate power-purchasing agreements and government negotiations in Taiwan and the larger APAC region.

# EOLFI GREATER CHINA

Independent wind power specialist | Taiwan

## POSITION

Co-founder & Chief Executive Officer  
2014 to 2018

## OVERVIEW

I created the Asian branch of the Paris-based green energy company Eolfi to enter Taiwan's emerging wind market and led the company (6 staff, 10 consultants) from foundation to successful buy-out.

## ACHIEVEMENTS

Assembled a team of multi-cultural experts in technical and local policy matters to introduce the emerging technology of Floating Offshore Wind to Taiwan.

Initiated negotiations with government agencies and regulators and a wide range of stakeholders including marine & port administrators, fishermen and environmental lobbyists.

Pioneered the development of a portfolio of 2,500MW of projects.

Successfully sold off the company to COBRA IS, a world leader in energy-related engineering, works and services after four years

# VEOLIA

Provider of water & wastewater services | Taiwan & China

## POSITIONS

Country Director Veolia  
China 1997 - 1998; Taiwan 2000 - 2012

CEO of Shang Shui Taiwan  
Acquired local water company

CEO of Veolia Water Taiwan Industrial Services  
Newly established water company

Chairman of SKS-Veolia Water Taiwan  
Joint venture with strategic Japanese partner

## OVERVIEW

I was given full autonomy by the APAC Director to leverage regional resources and established, developed and managed overall operations of Veolia Water Solutions & Technologies (VWST) China (5 employees); and Veolia Water Taiwan (300+ employees).

## ACADEMIC EDUCATION

City University  
London, UK

MBA

Esme-Sudria  
Paris, France

MEng in Electrical  
Engineering

## OTHER EDUCATION

Certified Diploma in  
Accounting & Finance (UK)

Accredited Non-Executive  
Director Diploma, Financial  
Times (HK)

Certified Project  
Management Professional  
(PMI)

## AFFILIATIONS

ACCA Association of  
Certified Chartered  
Accountants (ACCA)

Financial Times Non-  
Executive Directors' Club

## POSITIONS OF TRUST

CCIFT  
Chamber of Commerce &  
Industry France Taiwan

Non-Executive Director

## CCEF

International network of  
business leaders  
appointed by the French  
Minister for Foreign Trade  
to advise and mentor  
French SMEs overseas.

## **ACHIEVEMENTS**

Acquisition/partnerships in Taiwan with a 5 million Euro investment in local companies.

Significantly raised the contract renewal rate of existing clients by negotiating win-win solutions.

Mitigated operational risks by disposing of non-viable construction activities in Vietnam and non-performing contracts in Taiwan.

Streamlined operations by creating management systems for procurement, risk and environment management, staffing, training and reporting.

Within four years, Veolia ranked number 2 in Taiwan, with a 35% wastewater services market share and sales of up to 20 million Euros.

# **FRAMATOME**

Nuclear power plants design, engineering, construction & services | Taiwan

## **POSITION**

Site Operations Manager  
1996 to 1997

## **OVERVIEW**

As site operations manager, I was leading the turnaround of the final phase of the refurbishing of two nuclear fuel buildings of Taiwan's Nuclear Power Plant no 3.

## **ACHIEVEMENTS**

Turned around a faltering complex project that involved dismantling, installing and commissioning systems under very stringent guidelines by introducing radical solutions.

Optimized the operations program, including the shipping of key equipment by air instead of sea to make up for the accumulated backlog.

Coordinated the drafting of an ad-hoc action plan, health and safety plan and SOPs that allowed the nuclear plants to keep operating during the refurbishing activities.

Fostered better cross-cultural relations between the Taiwanese client and the Sino-American-French team to keep everyone engaged and focused.

Avoided extensive financial liabilities.

The project became a milestone that led towards similar contracts for Framatome in France and the request of similar proposals in Korea and Spain.