

Eric Olmedo

- Social Scientist
- Consultant in anthropotechnology for Multinational Companies
- Consultant/Trainer in Hospitality & Tourism sector



48 years old

Married with a Malaysian citizen, three children

Contacts:

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WORK EXPERIENCE

January 2016-current

- **Principal Research fellow at the Institute of Ethnic Studies (KITA)**, a component of the National University of Malaysia (Universiti Kebangsaan Malaysia – UKM).
 - Lead Researcher for “Ethnicity & Food” Cluster, KITA, UKM.
- **Founder & Director, Antropotek Laboratory:**
Antropotek laboratory conducts executive research & consultancy projects in Social Science, Human Resources’ development and management at the Institute of Ethnic Studies (KITA).

January 2014-Jan 16

- Senior Research fellow at the Institute of Ethnic Studies (KITA)**, a component of the National University of Malaysia (Universiti Kebangsaan Malaysia - UKM).
Performs executive research & consultancy projects in Social Science, Human Resources’ development and management at the Institute of Ethnic Studies (KITA).
- Specialisation: anthropotechnology, sociology of work, anthropology of food.
 - Lead Researcher for “Ethnicity & Food” Cluster, KITA, UKM.

July 2013-Dec 13

- Visiting Research fellow at the Institute of Ethnic Studies (KITA)**, a component of the National University of Malaysia (Universiti Kebangsaan Malaysia - UKM).
Specialisation: anthropotechnology, sociology of work, anthropology of food.

**Sept. 2012
- June 2013**

Deputy-director; Head of Toulouse Campus, France.

School of Tourism, Hospitality and Food Studies (ISTHIA) – University of Toulouse 2 Jean Jaures

- Organizational design (set up new structure, from department to school status)
- Operations Budget management
- Human Resources’ management (administrative staff)
- Teaching duties (Sociology of Organizations, Ethnicity at the workplace, Food and religion at work, HR Management in Hospitality Industry, Wine Studies)
- In charge of Industry partnerships (consultancy projects, internships, fieldworks, etc.)

**Sept. 2006
- June 2012**

Deputy-director, in charge of Asian co-operations.

Centre for Tourism, Hospitality and Food Studies (CETIA) – University of Toulouse 2 Le Mirail.

- VIETNAM - May 2008 to Sept. 2012:

Coordinator for CETIA offshore campus, located within the facilities of the University of Social Sciences Hanoi, Vietnam. Program Director for the Master in Hospitality Management.

- MALAYSIA

Co-deputy director of Taylor's Toulouse University Centre, located within the facilities of Taylor's University, Lakeside campus, Subang Jaya, Malaysia. Offshore programs academic management, faculty and student mobility, liaison with diplomatic post, joint research activities' management.

**Sept.2002-
July 2006**

Director of Studies, Taylor's College School of Hospitality and Tourism Management - Petaling Jaya, Malaysia.

- Managed a team of 62 lecturers
- Contributed actively to students 'population growth: from 560 to 1700 students in 4 years
- Designed, implemented and re-engineered curricula
- Accountable for quality insurance on campus
- HR management: assessed academic staff performance and ensured staff development
- Proposed, designed and operated training programs overseas (i.e. Oman, Swaziland)
- Supervised internships placement
- Conducted corporate trainings, including wine tasting & appreciation
- Project manager for several consultancy projects

**Sept. 1997-
July 2002**

Head of Technical Studies, Le Gué à Tresmes Hotel School, Paris area, France.

- Managed a team of 21 technical lecturers
- Ran 2 training restaurants and 1 commercial restaurant
- Accountable for HACCP and other safety insurance programs
- Head of apprenticeship centre and continuing education programs
- Oversaw a total population of 540 students
- Supervised internship placements
- Organized professional competitions (culinary & wine based)

**Sept. 1995-
July 1997**

Assistant to Head of Technical Studies, Gué à Tresmes Hotel School, Paris area, France.

- In charge of purchasing, supply and storage management
- Managed restaurant bookings and yield
- Operated internship placements
- Designed students and lecturers' timetable

**Sept. 1993 –
July 1995**

Lecturer, Hotel Management, Gué à Tresmes Hotel School, Paris area, France.

- Taught wine studies, food and beverage practical classes and technology
- Course leader for higher diploma in hospitality management
- Co-organized professional competitions

**Sept. 1992 –
July 1993**

Instructor, Food and Beverage, François Rabelais hotel school, Paris area, France.

- Taught food and beverage practical and theory classes, incl. wine studies

**August 1991-
August 1992**

Resident Manager – « Le Château d'Ermenonville » (4 stars' boutique hotel of 60 guest rooms) near Paris, France.

- Oversaw all departments with a special focus on FB & kitchen. Developed functions and banquets' market segment. Enhanced service quality and re-designed semi fine dining restaurant concept together with executive chef. Structured city ledger policies and standardized suppliers' payment policy.

SPECIFIC SKILLS & ACHIEVEMENTS:

1. OVERSEAS PROGRAMS DEVELOPMENT

2016:

GEORGIA (former USSR) – April to July:

Principal Consultant and Team leader. Conducted 4 missions equivalent to 2 months of fieldwork for the workforce-development and capacity building of tourism and hospitality-sectors market players of the Imereti region in Georgia. This project is-co-funded by the World Bank and the Municipal Development Fund of Georgia. These missions were contracted by SFERE Inc. (*Société Française d'Exportation des Ressources Educatives*). Phase 3 and 4 missions ranged Training Plan design to execution and evaluation of training.

2015 - ongoing:

VIETNAM - December:

Project Manager. Setting up a Bachelor Degree in Culinary Arts and Food & Beverage Management, delocalized by University of Cergy-Pontoise, France, at Ho Chi Minh City University of Technology (HUTECH), Saigon, Vietnam. Signature of MOA occurred on 19 May 2015. First intake took place in September 2016.

GEORGIA (former USSR) – November, December:

Principal Consultant and Team leader. Conducted Phase 1 (Labor market survey) and 2 (training needs analysis) fieldwork for the workforce-development and capacity-building of tourism and hospitality-sectors market players of the Imereti region in Georgia. This project is-co-funded by the World Bank and the Municipal Development Fund of Georgia. This mission was contracted by SFERE Inc. (*Société Française d'Exportation des Ressources Educatives*).

CAMBODIA – May:

Principal Consultant. Conducted a pre-survey for the Cambodian Ministry of Tourism; operational objective: the creation of national tourism school in Cambodia. This survey is part of an initiative led by the French Development Agency ("*Agence Française de Développement*") to aid the Cambodian Government increasing tourism quality in the country. Deliverables: national's business model, loan return on investment, qualification impact on macro-economy. This mission was contracted by SFERE Inc. (*Société Française d'Exportation des Ressources Educatives*).

2011: MALAYSIA:

Principal Consultant. Set up a business model of "Service School of Social Sciences" together with a Malaysian consultancy company that was sold to Taylor's University Bhd. Work performed: academic and business model delivery. Curriculum design and engineering. Implementation of syllabi. Pre-recruitment of academic team.

2009: VIETNAM:

Project Manager. Set up a Master Degree in Hospitality Management jointly with the *Pôle Universitaire Français* (PUF) ("*French University Centre*") in Hanoi, Vietnam in 2009: curriculum design & engineering, team set up, staff & student recruitment, partnership development together with PUF, up to academic management: ran the program for 3 years & secured scholarships form ACCOR hospitality corp., as well as Sunway Hotels inc

2006: OMAN:

Project Manager. Set up a continuing education course to train officers from the catering unit of the Royal Army of the Sultanate of Oman. Dual level course: senior officers (heading Officers' mess) as well as lower

ranking officers of privates (working in departments of kitchen, food & beverage). Work achieved: curricula design and development as well as Implementation.

2004: SWAZILAND:

Project Manager. Set up a continuing education course to train operational staff at the Palace of the King of Swaziland (departments of kitchen, food & beverage and housekeeping). Work achieved: curricula design and development as well as Implementation.

2000 to 2002: CHILE:

Senior Consultant. Conducted 6 technical assistance missions in Santiago de Chile, Chile, South America, between 2000 and 2002 for SFERE inc. (*Société Française d'Exportation de Ressources Educatives* = "French Corporation for Export of Educative Resources"). Job scope: curriculum design and engineering, train the trainers, hotel schools' pre-opening systems and processes.

2. CONSULTANCY, CORPORATE TRAININGS & SPECIAL PROJECTS

Consultancy:

- *April 2017-current*: National Values Survey: quantitative instrument design, data analysis and interpretation of findings. An executive research sold to TRUE VOX ASIA, Pte Ltd. Bhd, Malaysia.
- *December 2016*: Psychometric testing; customization of psychometric to measure reliability and work ethics for Quality Agents verifying Big Data. An executive research sold to TRUE VOX ASIA, Pte Ltd. Bhd, Malaysia.
- *January 2015*: "Value Inculcation Program": identifying psychosocial obstacles for effective aerospace engineering learning curve. An executive research sold to STRAND Aerospace Pte. Ltd, Malaysia.
- *December 2014*: "Ecumene": anthropotechnology survey aiming at integrating the concept of diversity in the design & functionalities of the facilities pertaining to the future hotel-convention centre-campus of Airbus Group in Toulouse, France. Sold to VINCI Construction Group.

Professional & Corporate training:

- Accredited Wine trainer by W.S.E.T. (Wine & Spirit Education Trust, London, UK.):
- Have been conducting corporate and staff trainings for CPA Australia, SOFITEL Hanoi, The Westin KL, SME's and private clients in France, Malaysia, and Vietnam.

Missions and audits:

- *December 2013-current*: Task-force Director, Southeast Asia, for University of Cergy-Pontoise, France.
- *Sept. 2012- June 2013*: Project leader for the Design of a "Tourism Cluster" for the city of Toulouse:
 - o The concept of cluster is a step beyond the concept of "centre for excellence", as it integrates industrial partners from tourism and hospitality industry as well as training institutions, and research centres, locally and globally. Ultimate objective: business growth for the city of Toulouse. Budget forecast: 100,000 Euros per annum. Main key-missions:
 - Tourism Satellite Account
 - Inventory of material and immaterial heritage
 - Delivery of Service Quality Excellence
- *2009-2012*: Punctual quality audits for Novotel brand and individually-owned hotels in France. Analyzed results and developed corrective actions' plan.

AWARDS:

- April 2017: co-recipient of “*Dana Inovasi*” joint research grant for “Innovative Automatized Psychometric Test” by UKM Tech. Worth: RM 100,000.00
- **June 2016:** “Award for Service Excellence” (**Top Performer** of KITA – Institute of Ethnic Studies), granted by the Vice-Chancellor of Universiti Kebangsaan Malaysia.
- **September 2015:** “Mamakization: Food and Social Cohesion in Multiethnic Malaysia” paper voted by peers as **TOP PAPER** of the Food Project 4 Conference. Mansfield College, Oxford University, United Kingdom.

RESEARCH ACTIVITIES:

1. Grants:

- **September 2017:** “3-Tier Instrument for Selection and Placement in Aerospace Manufacturing in Malaysia”. Applied Research grant awarded by a consortium including AIRBUS, AMIC (Aerospace Malaysia Innovation Centre) and PROMETIC (French Tech company). **Worth RM 218,000. Lead-Researcher.**
- **November 2016:** “Recognizing and promoting the value of former generations' domestic and community contribution to nutrition, health and family balance in disadvantaged urban areas. A transnational study for Japan-Cambodia-Malaysia funded by Toyota Aid Foundation”. Worth **20,450 USD. In-Country Manager** for Malaysia.
- **May 2016:** Offshore Seaweed Project funded by Aerospace Malaysia Innovation Centre (AMIC) and AIRBUS Innovations Malaysia. **Worth 38.000 RM. Lead researcher** for Socio-economic Package.
- **September 2014:** VIP (Values Inculcation Program) funded by Aerospace Malaysia Innovation Centre (AMIC); Worth **339,000 RM. Lead Researcher** for Validation Package.
- **September 2014:** Inaugural Grant for “Ethnicity & Food Cluster” at KITA, worth **10,000 RM.** Source: UKM.
- **August 2014:** VIRISTAM (Virtual Immersive Reality System for Training in Aerospace Manufacturing) funded by Airbus group, AMIC and MARA Aerotech; Worth **300,000 RM. Project Manager** for KITA-UKM.
- **September 2010:** Co-recipient of the Fundamental Research Grant Scheme (FRGS) competitively awarded by the Ministry of Higher Education, Malaysia: cluster ‘Social Sciences’, project “Malay Middle Class and Social Cohesion”. Worth **30,000 RM.**
- July 2010: Sole recipient of Taylor’s-Toulouse research grant, competitively awarded; Worth of RM 20,000.

2. Published articles:

- “Effects of Technology Transfer on the Social Structure: An Empirical Study of a Malaysian Manufacturing Company. Preliminary Research Report of Autoclave Pilot Survey, *Jurnal Teknologi*, 78: 5-10, June 2016, pp. 65-73.
 - Co-authored with Noor Ashikin Said, Che Zuhaimie Abdullah, Razman Shah Rajab.
- “The significance of the Trope if the Belly in Silko’s Ceremony”, *International of Language, Literature and Linguistics*, Vol. 1, No. 4, December 2015, pp. 275-279.
 - Co-authored with Shada Bokir
- “ Ethnic Groupism: Understanding Ethnicisation of Work in Malaysia”, *Ethnicities*, December 2015, pp. 782-809.
 - Co-authors: Wendy Smith, Mansor Mohd. Noor.

- “Mamakization: Food and Social Cohesion in Malaysia: A tentative Framework”. *UKM Ethnic Studies Paper Series*, No. 34/2014, November 2014.
- “Micro-diffusion and Social Stratification”: A Malaysian Micro sociology study. Co-authored with Prof. Mohd Mansor Noor . *Jebat : Malaysian Journal of History, Politics and Strategic Studies*, Vol. 39 (1), July 2012, pp. 187-208.
- “Ethnicity and identity formation at workplace”, co-authored with Sara Abourich. *International Journal of Management Perspectives*. Vol 3. (1). 2011, pp. 1-26.
- ‘Service excluded’, co-authored with Yeoh Tay Boon. *Tourism Review*. (*Revue Tourisme* of CERTOP Research centre – Tourism Food and Health Research axis, Special English issue. ISSN 1250-5773, April 2006.

3. Books:

- “Sept Sultans et Un Rajah: Une Brève Histoire de la Malaisie”. Paris: Transboréal. Co-authored with Tangi Calvez. September 2017.
- **Book chapter:**
 - Olmedo E. & Shamsul AB, “Mamakization: Food and Social Cohesion in Multiethnic Malaysia”, in Anthony S. & Schmidt E. M. (Eds), *Beyond the Superficial: Making Sense of Food in a Globalized World*, June 2016, Oxford: Interdisciplinary Press, pp. 65-73 (E-Book).
- **Monograph**
 - Olmedo E. (2015), “Identity at Work – Ethnicity, Food & Power in Malaysian Hospitality Industry”. Singapore: Springer.

4. Academic achievements:

Chair positions:

- November 2017: Chairman and speaker for the second Food & Society international Conference, to be held at Istana hotel Kuala Lumpur, Malaysia.
- March 17: **Founder of the Asia-Pacific Food Studies Network (APFSN)**, anchored at the Institute of Ethnic Studies (KITA), Universiti Kebangsaan Malaysia (UKM).
- November 2016: Chairman and speaker for the first Food & Society international Conference, held in Bangi Putrajaya hotel, Bangi (Selangor), Malaysia
- April 2014: Chairman and speaker for the following international Conference
 - “Situational Ethnicity and Workplace Contingence”. *The Primitive and the Civilized: Ethnicity, Asia-Pacific, and French Scholarship* Conference, Universiti Kebangsaan Malaysia.

Invitation as a Keynote Speaker:

October 2013: Invited speaker for the joint seminar - Centre for Malaysian Studies / Monash Asia Institute at Monash University, Caulfield campus, Melbourne, Australia.

Title of presentation: *The “strategic compartmentalisation” of employee identity: managing ethnic diversity.*

5. Papers presented in Conferences:

- May 2017: The Production of Ethnicity and Class at the Workplace through Communication Gaps: A Case study of Aerospace Manufacturing in Malaysia. *6th Annual Symposium of The International Network of UNESCO chairs in Intercultural Communication*, Jakarta, Indonesia.
- November 2016: Politics of Food: The Process of Gastronomisation in Malaysia. *First Food & Society International Conference*, National University of Malaysia, Bangi (Selangor), Malaysia.
- May 2016: “Les Sciences Sociales au Service de la Recherche en Aeronautique : Le Cas d’Airbus Innovations en Malaisie”. *Etats Generaux du Management 2016*, Toulouse Business School, Toulouse, France.
- September 2015 “Mamakization: Food and Social Cohesion in Multiethnic Malaysia”. Food Project 4 Conference. Mansfield College, Oxford University, United Kingdom.
- July 2013: “Agency and social transactions. Social cohesion at work in service industry in Malaysia”. *7th EuroSEAS conference*, Lisbon, Portugal.
- November 2012: “Malaysian social engineering in tourism sector - The case of Luxury hotel industry in Kuala Lumpur”. *4th Asia Euro Conference on Tourism, Hospitality and Gastronomy*. Taylor’s University, Subang Jaya, Malaysia.
- November 2010: “Identity transformation at Workplace”- *3rd Asia Euro Conference on Tourism, Hospitality and Gastronomy*. Taylor’s University, Subang Jaya, Malaysia.
- August 2009: “Word gastronomy and world gastronomies” *The Gaze of the West – Framings of the East. IKON International Symposium*. Universiti Kebangsaan Malaysia.
- November 2008: “Cultural dimension into transfer of know-how process – A case study of Malaysia’s hotel industry”- *2nd Asia Euro Conference on Tourism, Hospitality and Gastronomy*. Taylor’s University College, Petaling Jaya, Malaysia.
- April 2005: “Evolution and Social representations of Food and Beverage staff”. *CHRIE (Council of Hotel and Restaurant Industry Educators) Asia Pacific Conference*, Shangri-La hotel, Kuala Lumpur, Malaysia.
- September 2004: “Human Resources Qualitative Gap in Malaysia hotel industry: a multi-dimensional approach.” *Asia Pacific Forum*, BISU (Beijing International Studies University), Beijing, Peoples’ Republic of China.

6. Graduate students’ supervision

Currently supervising 3 PhD students, and 3 Master by Research’s students.

EDUCATION

2012 PhD in Sociology – *University of Toulouse 2 Jean Jaures, France. Magna Cum Laude.*

Member of “CERTOP” research laboratory: “Centre of Studies for Work, Organizations and Power – UMR 5044”: Mixed Research Unit accredited by CNRS (French National Scientific Research Council).

- 1994** National Professional Accreditation: Capacity to teach in public vocational schools and polytechnics in the field of Hotel trade (Specialization in Food and Beverage & Front Office), i.e. (in French): “C.A.P.E.T” (« *Certificat d’Aptitude Professionnel à l’Enseignement Technique, option Techniques d’Accueil, Service et Commercialisation* »).
Awarded by Ministry of Education, Paris, France.
- 1990-91** Master Degree in Sociology of Organizations – *University of Picardie, Amiens, France.*
- 1988-89** Master Degree in Hospitality and Tourism Management – *University of Toulouse 2 Le Mirail, France.*
- 1986-88** Higher Diploma in Hotel Management – *Jean Drouant Hotel School, Paris, France.*
- 1983-86** Diploma in Hotel Management - *Jean Drouant Hotel School, Paris, France.*
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PROFESSIONAL AFFILIATION

Member of the International Sociological Association (ISA):

- Research Committee on Sociology of Organization (RC17)
- Working group on Sociology of Local-Global Relations (WG01)

Member of ORBICOM (Network of UNESCO Chairs in Communication)

LANGUAGE SKILLS:

- French: native speaker
- English: fluent for conversational and writing skills, including scientific English.
- Spanish: Very good proficiency level
- Malay: basic notions

PERSONAL ACTIVITIES:

- Pencak Silat (Malay martial art), literature.
- Writer and Contributor to “HOTEL”, a magazine for hospitality industry professionals distributed in all ASEAN region.
- Helper (logistics) for the “Lost Food Project” in Kuala Lumpur. Charity endeavors directing food where it is needed (i.e. orphanages). URL: <http://www.thelostfoodproject.org>