

# ANUJ M. SAHAY

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Senior trade advisor and manager with over ten years of professional experience in policy development and programming as well as experience in international trade, government relations, investment policy, regulatory matters, emerging markets, and digital technology. I am a highly motivated team player, detailed oriented, proactive, and skilled at communicating with diverse audiences.

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## PROFESSIONAL EXPERIENCE

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**EMBASSY OF FRANCE** | New Delhi, India Oct. 2012 – Aug. 2018

*Chargé d'affaires (Senior Trade Advisor) at Business France*

- Attracted and facilitated foreign direct investment from France to India on emerging technologies through accelerator programs
- Monitored potential investment opportunities in renewable energy, infrastructure, industry, digital technology, and oil and gas
- Defined business goals through marketing strategies and roadmaps
- Successfully managed an annual budget of € 50,000, consistently surpassing sales targets for Business France
- Reported on domestic economic sector updates as well public policies impacting French investments
- Provided micro and macro analyses regarding political trends and their trade impacts on the regions
- Orchestrated sector specific investment seminars and webinars for French small scale industries to India
- Developed content, published newsletters, and recruited new users for conferences, exhibitions, and webinars
- Served as a liaison between the Embassy of France and Indian partners and stakeholders
- Coordinated twenty ministry-level and three presidential visits, with a portfolio of 90 plus companies
- Built alliances with diverse sets of partners, particularly in Europe and Francophone nations
- Served as official translator for business delegations in English, French, and Hindi
- Liaised between the trade commission and respective Indian and French ministries promoting French Savoir-Faire
- Assisted the trade commission with fundraising and generated sponsorships for trade commissions events
- Analyzed and channeled investment opportunities in Sri-Lanka, Pakistan, and Bangladesh
- Researched regulations and bilateral accords impacting French investments on the Indian subcontinent

**CHAMBER OF COMMERCE OF RHÔNE-ALPES** | Chambéry, France Apr. 2011 – Jun. 2012

*Business Development and Communication Manager*

- Consulted and coordinated business strategy for corporate groups with Campus France, CCI Savoie, EU's Erasmus Mundus, and other international agencies
- Marketed and communicated future events for industry partners and sponsors associated with the chamber
- Oversaw sponsorship events and negotiated promotional packages for the chamber
- Assisted the chamber with fundraising for promotional events
- Conducted market studies and field visits on business development in Europe
- Engaged in strategic planning and fostered an inclusive team environment at the Erasmus Mundus Office

**SHUBHAN ENTERPRISES** | Gurgaon, India Jan. 2009 – Aug. 2010

*Market Analyst, Import and Exports*

- Performed market studies on competitors and business development
- Oversaw external communication with corporate clients and customers

**INTERCONTINENTAL HOTELS GROUP** | Edinburgh, Scotland Dec. 2005 – Oct. 2008

*Operations and Events Manager*

- Administered conference and events operations and directed supply chain management
- Oversaw facilities management and orchestrated annual budgets for the department

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## EDUCATION

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**INSEEC BUSINESS SCHOOL** | Chambéry, France Sept. 2010 – Aug. 2011

*Year Intensive MBA Program, International Business Management*

**QUEEN MARGARET UNIVERSITY** | Edinburgh, Scotland Sept. 2006 – Aug. 2008

*Bachelor of Arts, Hospitality Management*

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## SKILLS & TRAINING

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**Functional:** Business development, customer relations management, international diplomacy, budgeting, public relations, crisis management, marketing communications, emerging markets, event management, and strategic planning

**Languages:** English (Native); Hindi (Native); French (Full Proficiency)