



Nathanael Noiraud



Core values

Meritocracy

Empowerment

Fulfilment

🕒 Career highlights

- ✓ Founder & CEO NSCS [N-Strategy Consulting Services Ltd.] since 2016
60 collaborators across 20 countries, 62 clients and 15 strategic partners in 30 months.
- ✓ Co-Founder & CEO BrainSoft Sdn Bhd  since 2017
Providing data mining, neural networks and Artificial Intelligence solutions.
- ✓ Founder & Executive Director JobStreet Education – SEEK Group (7.5bn cap) 2015-2016
- ✓ General Manager SEEK ASIA Education 2015-2016
- ✓ Managing Director GAMELOFT MY – Vivendi Group (37bn cap) 2013-2015
- ✓ Country Manager GAMELOFT (Malaysia, Singapore, Philippines) 2013-2015
- ✓ Country Manager GAMELOFT (Malaysia, Singapore) 2012-2013
- ✓ Sales Manager GAMELOFT (Malaysia, Singapore) 2011-2012
- ✓ Key Account Manager Americas KILLINE Optical (Portugal) 2010-2011
- ✓ Strategy & Lean Management GRAY AMERICA (USA) 2010
- ✓ Marketing & PR coordinator Patagonia Expedition Race (Chile, Argentina) 2009
- ✓ International Relations Department INCAE Business School (Costa Rica) 2007



Nathanael Noiraud



Vision

Build bridges between
Asia-Pacific and the rest
of the World

Education

- ✓ Master in Business Administration University of Dayton, OH, USA 2009-2010
- ✓ Master in Management Toulouse Business School 2006-2009
- ✓ Preparatory Classes « HEC » Lycee Camille Guerin, Poitiers 2004-2006
- ✓ Scientific Baccalaureate with honors Sport&Study Handball (national level) 2001-2004

Investor, Advisor, Mentor

- ✓ Investor & Senior Advisor Asia-Pacific Neuramatrix Inc. since 2019
- ✓ Non-Executive Director & Sr. Advisor GAMNED Southeast Asia since 2018
- ✓ Mentor Mentor’s Lab since 2018
- ✓ Mentor Piwag since 2019
- ✓ Mentor SuperCharger – FinTech Accelerator since 2018
- ✓ Senior Advisor Atheneum Partners Since 2019
- ✓ Senior Advisor AlphaSights since 2017
- ✓ Advisory Council Member Gerson Lehrman Group since 2016

Ambassador

- ✓ City of Toulouse since 2017
- ✓ InterNations Kuala Lumpur since 2012
- ✓ FrenchFounders Malaysia 2016-2019



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Mission

Enable, accelerate and
invest in Tech companies'
international expansion

Speaker

- ✓ Singularity University
Exponential health: the case of Neurametrix and the story behind its moonshot
Kuala Lumpur 2019
- ✓ Paris & Co and Welcome City Lab
Opportunities in Asia-Pacific for Tech & Digital companies
Paris 2019
- ✓ TELL NP Advisers
Entrepreneurship & Growth in Asia-Pacific
Geneva 2019
- ✓ Embassy of Singapore
Seizing Asia-Pacific opportunities – the role of Singapore as a regional hub
Paris 2019
- ✓ Le Wagon
Opportunities in Asia-Pacific for Tech & Digital companies
Bordeaux 2019
- ✓ Disruptive
Opportunities in Asia-Pacific for growth stage Tech companies
London 2019
- ✓ St Mary's College of California
Competitive and cooperative strategies - International Expansion
San Francisco 2019
- ✓ French Tech
Opportunities in Southeast Asia for entrepreneurs based in China
Shanghai 2019



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Value Proposition

Strategic Consulting

Growth Execution

Investment & Expansion

Speaker

✓ INALCO

Presentation of NSCS, BrainSoft and opportunities in Asia-Pacific

Paris

2018

✓ Welcome City Lab

Opportunities in Asia-Pacific for European Scaleups

Paris

2018

✓ PCMA – Interaction with intention

Make smart noise to build a viral brand

Bangkok

2018

✓ ISG

Doing business in Asia-Pacific

Toulouse

2018

✓ Sunway University

NSCS and Electricity Visionary Aircraft

Kuala Lumpur

2018

✓ Nanyang Technological University

NSCS and Electricity Visionary Aircraft

Singapore

2018

✓ Business + Cities 4.0

The future is now: presentation of Electric Visionary Aircraft

Kuala Lumpur

2018

✓ Xiamen University Malaysia

Path to successful consulting and investment career

Kuala Lumpur

2018



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Key figures

60 collaborators from
20 different countries

Presence in **over 20**
countries

62 clients from Europe,
Asia, Americas, Oceania

Speaker

- ✓ ESSEC Business School Singapore 2018
Presentation of NSCS and BrainSoft strategies and career opportunities
- ✓ FrenchFounders Geneva 2018
IT & Ed-tech: how new technologies are shaping education
- ✓ GoExport Lyon 2018
Opportunities in Asia-Pacific for scaleups and SMEs
- ✓ FrenchFounders Brussels 2018
Boosting talents, the power of neuroscience
- ✓ FrenchFounders Sydney 2018
Opportunities in Southeast Asia for Australian businesses
- ✓ ESSEC Business School Kuala Lumpur 2018
NSCS & BrainSoft presentation and workshop
- ✓ BpiFrance, Pramex and FrenchFounders Paris 2017
« Embarquement pour l'international » – panel on ASEAN business opportunities
- ✓ City of Toulouse Ambassadors club Toulouse 2017
Business opportunities in Asia-Pacific for Scaleups and SMEs



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**“Asia-Pacific already
accounts for 50% of the
World’s GDP”**

**“Our organic hypergrowth
has been made possible
thanks to the dedication,
commitment, hard and smart
work of our A-Team.”**

Speaker

- | | | |
|--|--------------|------|
| ✓ Toulouse Business School | Toulouse | 2017 |
| <i>Growth and career Opportunities in Asia-Pacific for Scaleups and SMEs</i> | | |
| ✓ Wild Digital Conference | Kuala Lumpur | 2015 |
| <i>Mobile gaming in Southeast Asia</i> | | |

Thank you for your trust

Kim Clark, Chair, Management and Entrepreneurship Department at Saint Mary's College of California:

«I invited Nathanael to be a guest speaker for my business class. He was an excellent public speaker who was very well prepared, thoughtful, and engaging. His knowledge and experience in international business, especially in the Asia Pacific, are extensive and he graciously shared them with the students. It was a privilege to have him in my classroom!!!»

Lola Vassileff, Head of Communications & Events at Paris & Co, Welcome City Lab, Paris:

“We contacted Nathanael last month for an intervention with the startups of our incubator on business opportunities in Asia Pacific. We would like to thank Nathanael for the quality of his presentation, both on his speaker skills and on his efficiency in answering all the questions of the present startups.”



Nathanael Noiraud



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🔗 Links and references

• Videos:

- [A brief introduction to N-Strategy Consulting Services](#)
- [Why Asia-Pacific?](#)
- [Find out in which countries we operate](#)
- [What do we look for in future collaborators?](#)
- [What are the typical steps followed by foreign companies entering APAC?](#)
- [What are the main challenges for companies entering Asia-Pacific?](#)

• Articles:

- [The Malaysian Reserve - in association with The New York Times: "Noiraud - a Master of connectivity"](#)
- [Two years of organic hypergrowth](#)
- [New Straits Time – NSCS facilitates EVA's electric autonomous aircraft deployment](#)
- [The ASEAN POST - "Competition and influence of USA and China in Southeast Asia"](#)
- [Go International - Go East](#)
- [Collective Campus - 9 leaders in Malaysia share their corporate innovation advice](#)
- [Les Echos - "Nous avons choisi la Malaisie pour créer notre cabinet de conseil"](#)
- [HEC Paris' KIP - Nathanael Noiraud: l'art de la stratégie en Asie](#)

• Radio interviews, podcasts:

- [Interview on Asia Tech by Michael Waitze](#)
- [Upcoming interview with Le Grand Saut Podcast](#)
- [BFM Flying Cars, a reality?](#)
- [BFM Morning Grill: are you game for business?](#)