

Bio express

Olivier UBÉDA

Olivier UBEDA is a consultant in **Strategy, Influence, Image and organization(s), specialized in political and public affairs**. He advises and supports political and public personalities or economic decision-makers, as well as institutional structures, association or union. He operates in France, in Europe, mostly Eastern Europe, in Africa and the Middle East.

Specialized in strategies of conquest, he's developed a mindset and a method optimizing individual potential and talents, whatever they may be, at the heart of any structural and collective success. Moreover, it has a recognized expertise in **public relations, team management and organizations, creating political and public events and campaign management**. He also works on the **lexical field and key messages** (words, rhetoric and speeches) and media and public expression.

1st prize for interpretation of the Youth National Theatre Festival of Thonon-Les-Bains, a high-level training as a pianist and conductor, he is been involved young in the political sphere. CEO of Young Republicans at 23, he served as Project Manager in the Cabinet of Minister of Defense in 1994. Event Manager of the National UDF with François LEOTARD in 1996. Advisor for Public Relations and Political Affairs Jean-Pierre SOISSON (1998) and, in 2000, Jean-Pierre RAFFARIN, until his appointment as Prime Minister. In 2002, he became Head of Public Relations at the national headquarters of UMP, with Alain JUPPE, president of the party.

In 2004, Nicolas SARKOZY, new president of UMP, appoints him Deputy Director of Communication in charge of Public Relations, Marketing and Events. With his team, he organized all the events of Nicolas SARKOZY's presidential campaign in 2007, until his victory. In 2008, he created and directed the Delegation of European Affairs of UMP, and served as member of the Political Bureau of the European People's Party (EPP) in Brussels. In 2009, he's the National Deputy Director of the winning European campaign for the list UMP-Presidential Majority.

In 2010, at 39 y.o., strengthened by his experiences, Olivier UBEDA founds his own political and public affairs consultancy, Ubéda Partners and in 2017 Ub Consultants. He has signed in 7 years, nearly 100 campaigns, presidential, european, legislative, regional or municipal ones, in France or abroad. In 2013, he conducted the victory, in the national election of Monaco, of Laurent NOUVION who became the president of the Parliament of the Principality. He conceived and managed the successful et remarked national campaign for center right coalition UDI-Modem for 2014 European election. In 2016, he's chosen by Bruno Le Maire, today french Minister of Economy, to manage his events for the Primary campaign, reinventing the way to realise political rallies. He is regularly consulted for building or restructuring political organisations and take care of image and words of national leaders in their campaign, like Lulzim Basha in 2017 for national election in Albania.

Since 2010, he teaches "Engineering and public policy event" in Master 2 at the Superior Institute of Management and Public Policy (ISMaPP) in Paris. He also teaches « Personal Strategy and development » at ESSEC Business School, in Specialised Master International Law and Management. He is, in French or English, a conference speaker and trainer in high level schools and universities (Sciences Po, EDHEC, HEC, Ecole des Mines, ESC, IAE), in european political foundations (KAS) and international NGO (IRI), on the following topics : **Personal leadership and image / Public and political communication / Campaign management / conquest and influence strategy / National & Local Governance**. Between 2010 and 2017, he 's worked in the following countries : France, Monaco, Ireland, Belgium, Slovenia, Great Britain, Albania, Macedonia, Serbia, Bosnia and Herzegovina, Kosovo, Poland, Bulgaria, Germany, Spain, Portugal, Italy, Turkey, Georgia, Ukraine, Moldova, Czech Republic, Roumania, Slovakia, Hungary, Democratic Republic of Congo, Tunisia, Jordan). He's the founder and partner of AGACOMPI (l'Agence Africaine de Communication Politique et Institutionnelle).

Olivier UBEDA was elected in 2008, municipal councilor, leader of opposition in Melle (Deux-Sèvres). He is also a regular guest in the media as a political consultant (Europe 1, LCI, France 24, Sud Radio, Le Monde, Euractiv.fr).