

# ANDREA SCHELL

GOVERNMENT RELATIONS EXPERT

## CONTACT

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Sherman Oaks, CA

## SKILLS

- Negotiations
- Project Strategy Development
- Strategic Partnership Development
- Managing teams
- Research
- Report and brief writing
- Public Relations
- Facilitating communication between high level players
- Organizing and managing speaking engagements
- Event creation and management
- Spokesperson

## PROFILE

**Lawyer with over 10 years experience** bringing negotiation, analytic, lobbying, and public relations skills to complex business and financial initiatives in France and the United States. Positions held within Embassy of France and European Commission. Within the private sector, experienced with artistic/creative partnership development and public relations between France and the United States.

**Effective networker with extensive international rolodex** that includes high-level players from the European Parliament, U.S. Congress, and the White House.

**Communications expert** relied upon to bring clarity and ease of understanding on issues to government officials, project partners, and press through reports, briefs, and public speaking.

## EXPERIENCE

### APRIL 2018-PRESENT | DIRECTOR OF OPERATIONS

#### *Merci* | Los Angeles

Develop and foster brand partnerships between France and the United States for this entertainment/media consultant and event agency. Develop and manage highly curated events that bring French/American partnerships to the public in unique experiential ways.

#### KEY RESULTS

- Created new business model taking company from a loss to breaking even in less than 6 months.
- Created business-to-business opportunities between French and American companies by organizing export promotion experiences for French businesses to Los Angeles.
- Built strong relationships with the City of Los Angeles and the local political system.
- Manage teams in France and the United States.
- Develop investor strategies and pitches for sponsors and investors with public and private partners.
- Built a strong French professional network in Los Angeles and other American states.
- Organized and hosted a range of events for French and American professionals.

### 2014-2018 | BUSINESS ATTACHÉ

#### *Embassy of France* | Washington, DC

Acted as lobbyist for France in order to generate growth, export, and jobs in France and the United States. Responsible for all public relations activities, events, and communications, including press releases, social media, blogs, articles, and publications. Arranged speaking opportunities for politicians and other high-level diplomats in the United States. Managed budget for all events.

#### KEY RESULTS

- Built an exclusive network of high-level individuals within the American administration, United States Congress, American businesses and relevant stakeholders.
- Used network within the administration and Congress to gather information and to influence American decision and policymaking.

## EDUCATION

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### MASTER OF LAW, LL.M.

Pathéon-Assas University  
2007

### BACHELOR OF LAW, LL.B.

Paris Descartes University  
2002

## TRAININGS & CERTIFICATIONS

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### 2010-2014

#### European Society for Growth

Attended various business relations trainings focused on teamwork and communication.

### 2011-2012

#### Emylon Business School

Certified in negotiation strategy, preparation, delegation, value creation and claiming, and multilateral negotiations.

### 2009

#### French Center for Law

Certified in relevant legislation and requirements for operation in financial markets.

## LANGUAGES

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**Fluent** in English and French.

**Conversational** in German, Swedish and Norwegian.

## EXPERIENCE

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### KEY RESULTS (cont)

- Organized and executed visits by French ministers and politicians to the United States, facilitating meetings at the White House, Congress, and American businesses.
- Prepared and executed annual meetings between the American administration and the French government with participation of 18 other nations, including most European Member States.
- Ensured French interests were heard and considered in free trade negotiations.

### 2010-2014 | SECONDED NATIONAL EXPERT

#### *European Commission* | Paris

Led team of ten people responsible for relations between the European Commission and the European Council and the Member States of the European Union. Research, preparation, coordination, and proofing of all briefings and speeches for the Vice President. Accompanied Vice President on missions.

### KEY RESULTS

- Ensured that eight successful European Presidencies from the European Council had sufficient focus on enterprise and industry by influencing the preparations and executions of the presidencies.
- Established and nurtured relationships with all 28 European Member States as well as other European Commission Services, the European Council, and the European Parliament.
- As a result of the above relationships, the 2014 research and SMEs budget was fully funded.
- Secured speaking opportunities for the Vice President and organized events showcasing Enterprise and Industry.
- Wrote all speeches. Trained Enterprise and Industry staff in speech writing.

### 2009-2014 | LEGAL SPECIAL ADVISOR

#### *French Ministry of Business* | Paris

During the financial crisis, led team of ten lawyers tasked with minimizing risk of a spill-over effect from the financial sector to the real economy. Ensured a cash flow in French credit institutions to encourage lending to businesses and civilians in an otherwise frozen market.

### KEY RESULTS

- Together with Simon & Co. financial advisors from London, created the French scheme for state-funded capital injections of Hybrid Tier I Capital into the banks.
- Together with the French National Bank, developed an artificial bank in order to secure the correct risk assessment of the various credit institutions.
- Drafted, negotiated and implemented the French "Law on State-Funded Capital Injections to the French Credit Institutions" which allowed the French state to lend 100 billion euro to French credit institutions.
- Negotiated an approval of the French scheme with the European Commission.
- Responsible for negotiations with credit institutions on the terms for capital injections as well as finalizing the legal agreements.
- Developed speeches and press material on the scheme and the financial crisis for the French minister.
- Responsible for developing other growth initiatives and other measures to boost the economy such as an initiative of state supported mortgage programs.