



Robert Badal Business & Teacher Training Experience:

Corporate & Government Consulting

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Robert Badal was under contract to Grouper Financial Corporation from October 1, 2002 to July 31, 2004 as a consultant. His area of expertise was coaching Spanish first-language executives in English pronunciation, presentation, and Business English. Additionally, he prepared executives taking English proficiency tests in order to enter American M.B.A. programs.

In the area of Business English, Mr. Badal taught business letter writing, use of business terminology and vocabulary, and manner and style of English.

For pronunciation, Mr. Badal used accent-reduction methods focusing on problem pronunciation of certain English sounds for Spanish speakers.

In order to improve the executive's presentation skills in English, Mr. Badal instructed our executives in oral communication, speech writing, and use of visual aids.

For test preparation, Mr. Badal used test preparation textbooks accompanied by teaching and administration of sample tests.

Individuals working with Mr. Badal all reported him to be friendly, professional, highly knowledgeable, and extremely effective as a teacher. We would highly recommend him as an instructor in the English language.

Maria Milos, Director of Communications

Grouper Financial Corporation

Robert moved Japan in 2004. During his 8 years in Japan as a teacher (see Teaching Experience: High School) and university professor (see Teaching Experience: University Professor), Robert Badal worked part-time at the elite Toyota Central R & D Laboratory, teaching technical English (see Business & Teacher Training Experience: Technical & Medical English) and serving as speechwriter to Junichi Numata, former CEO of Toyota Europe (see Experience: Editing & Writing, Business, Technical, & Medical).

As a speechwriter, Robert Badal is able to incorporate a predetermined message into any style or format that the situation calls for. In an executive setting, this can vary from a short humorous speech in a social situation to a formal company announcement that must contain certain considerations as to company and national politics, sensitivity to specific issues, industry and company jargon, company culture and mission statement messages, creating a strong audience response, and incorporating natural speech mannerisms that may be inherent in the speaker.

Junji Numata, former CEO Toyota Europe, Chairman, Eugene International Inc.

Robert relocated to Chongqing in 2012. While teaching at Owen Education and the Stilwell Foreign Language School (see Teaching Experience: English for Kids and Test Preparation, Immigration, and Study Abroad), Robert also was employed part time by deugro Logistics, and assisted management in preparing technically-oriented presentations utilizing company and logistics industry information.

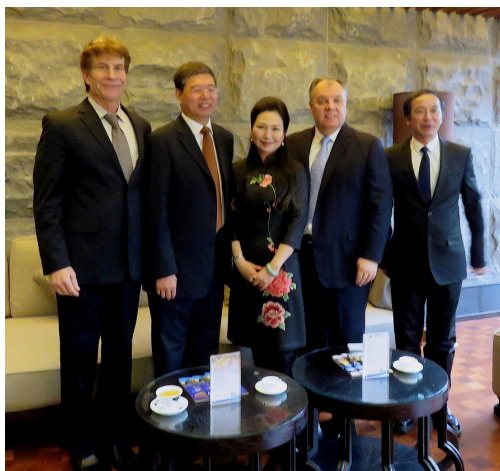


deugro offered special challenges in that all of their presentations had to be in English because the management and staff came from more than 50 different countries. The company had recently acquired many new local operations and the senior management presentations had to be both emotionally motivating and technically precise, explaining major changes in the company's strategy and operations.

I have had many private English teachers, but Robert is the best. He is the only one to coach accent-reduction and pronunciation. My English sounds 100% better in my business presentations and conversations thanks to his excellent teaching.

Wang Jing, District Manager, deugro Logistics

In Chongqing, China, Robert was recruited to be Consultant to the Public Affairs Department of Changan Ford, one of the largest joint ventures in China. Robert worked as a PR and communications consultant to Changan Ford. Though his role was originally intended to primarily be editing, re-writing, and internal and external communications, it expanded into HR, marketing, and strategic planning.



This is a letter of recommendation for Mr. Robert Badal. I am well acquainted with his work, as I was Director of Human Resources for Changan Ford during the time he was a Consultant for the company from June 2013 to May 2016.

In Robert's case, the Consultant role covered a broad range of duties that could be collectively grouped under the provision of English language support for a broad range of activities that overlapped with Strategic Planning, Marketing, and Human Resources.

Robert worked closely with the CAF President, Marin Burela, as well as CAF's Public Affairs department and their outsourced public relations vendor companies such as the Shunya Group. Additionally, he contributed to internal departments, such as Human Resources and external partners, such as parts suppliers and dealerships. He also contributed to interfaces with the American parent company, the Ford Motor Company, in Dearborn Michigan.

Robert's duties included writing and rewriting of PR materials, such as press releases and briefing books, CEO speeches, and official written communications, internal and external, often with tight deadlines and last minute additions and changes.

He displayed both the ability and the willingness to absorb information - technical, operational, and cultural - involving frequent on-site visits to understand company challenges and and contribute to various communications. As part of his role, he was often included in strategic planning discussions and participated in CSR activities events, including volunteering to teach English classes to employees

CAF is a large Chinese company with international characteristics due to its U.S. parent and though specialization of function is necessary, in order to "get the job done," there is also frequent overlap in tasks. Unexpected communication challenges often arose as a result of the scale and breadth of the CAF business, more so given the global reach involved, wherein there were team members with varying degrees of English competency utilizing multiple communication channels, ranging from emails, letters, conference calls, and both face-to-face and video meetings. Empathy and patience are often required in cross-cultural settings and managing this, requires, above all, dedication to the company. I believe Robert to have this dedication and coupled with his excellent skill set, makes him entitled to my strongest recommendation.

If you with contact me, I can be reached at my email address darylmahon@newagehse.com or by phone +614 04 027 130.

Best regards,

Daryl Mahon
Principal Consultant



Robert Badal Consulting PR for Changan Ford, 2014 Guangzhou Auto Show

youtu.be

The exciting story of the preparation and presentation of the extraordinary debut of 3 new Changan Ford models in a media gala at the 2014 Guangzhou Auto Sho...

At Changan Ford, Robert also served as speechwriter to CEO Marin Burela (see Experience: Editing & Writing, Business, Technical, & Medical.



In Chongqing, Robert also taught Hospitality English for the Intercontinental Hotel (see under Business & Teacher Training Experience: Hospitality Industry



In 2013, Robert moved to Daejeon South Korea to take a teaching position at Woosong University. (see Teaching Experience: University). He retained his position with Changan Ford, working remotely.



Robert Badal Consulting



Ba Lao Shi Perfect English

In Hong Kong, Robert consults for Primex Asia Ltd., the Asian branch of the American IOT company the Primex Group.

He has been involved in manufacturing engineering, corporate communications, and strategic planning and often edits and rewrites documents (see Experience: Editing & Writing, Business, Technical, & Medical under Editing & Writing Experience).

Relocating to Hong Kong in 2014, he initially retained his position with Changan Ford, but took on other consulting clients under his new company, Robert Badal Consulting. The Robert Badal Consulting brand name was phased out in 2020. Henceforth, all technical & medical training, as well as editing and writing have been carried out under the Ba Lao Shi Perfect English company name.



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To Whom It May Concern:

This is a Letter of Recommendation for Mr. Robert Badal.

My name is Victor Mak and I am Director of Asia Operations for the American IOT company Primex. Many years ago, I had previously worked for the Taiwanese company Megawin Technology Co., Ltd. Robert is known in Hong Kong for his English lesson and consulting business Ba Lao Shi Perfect English. He was referred to our company because we wanted to improve many aspects of our English.

Our company manufactures both standalone home and office clocks and weather stations and cloud-based environmental monitoring technology. Our office must interact with both the American top management and their engineers, so quality communication, documentation, and technical and business writing is critical.

Robert gives me voice coaching and assistance with all manner of writing, from reports to technical analysis to emails. He has been beneficial to our business on many levels. He has a good understanding of manufacturing and electronics and had previously consulted for the Toyota Central R & D Laboratory and Changan Ford. But more than this, he shows a genuine interest in our business' success and has put in a lot of extra effort to learn about what we do.

His English lessons start with the student. He corrects my speech in a gentle, persistent way and gives me voice training exercises. Sometimes we have to send him English emails or documents that need rewriting with a tight deadline. He has always been there for us.

I would give him my highest recommendation for both his skill as an English teacher and writer and his understanding of engineering and the needs of a manufacturer or IOT company.

If you have any questions, I can be reached at 852-9679-2937.

Thank you.



Sincerely, Victor Mak, Director
Primex Asia Limited

Flat 1, 9/F, Clifford Centre, 782, Cheung Sha Wan Road, Lai Chi Kok, Kowloon, Hong Kong.

In 2016, Robert was contracted by KITIA, the Korean Core Industrial Technology Association, in the Coex Trade Tower, Seoul, Korea, to develop new lines of communication with global companies to form partnerships with Korean companies..



Robert consults periodically for some companies on various projects, particularly if they involve English writing, presentation, or communication and may include marketing and technical elements. Sometimes they include overlapping issues, such as speech accent reduction (see Teaching Experience: Drama & Public Speaking).



In May of 2024, Robert started consulting for an Italian manufacturer of street sweepers, Dulevo International, part of the Fayat Group. Since they are located in Parma, in Northern Italy, this is entirely by Google Meet + Google Docs.



Dulevo is an industry leader with unique technology. The company is committed to sustainability. Robert teaches engineers and management and also did the translation and editing/rewrite of their 2024 Sustainability Report.

