

<b>Individual information (CV)</b>	
Name and academic title	<b>Catherine A. L'Ecuyer (IP)</b>
Professor of	Marketing
Affiliation	Montpellier Business School
Grade held in the institution	Associate Professor
Field of expertise	Corporate reputation (Reputation dilemma/brand Management/Stakeholders), Integrated Marketing and Communication, Sustainable Marketing Mix
Teaching department	Marketing, Sales and Communication
Function/mission held in the institution	
Mail, tel.	Email: <a href="mailto:c.lecuyer@montpellier-bs.com">c.lecuyer@montpellier-bs.com</a> Tel: +33 (0)622860404
<b>1. Education &amp; diploma</b>	
Year & Diploma	<b>2002:</b> MBA (EDHEC, Lille, France; CU Denver, Colorado, France) <b>1990:</b> Bachelor (International Business Academy, Paris)
Author Bio	I hold dual citizenship, French and American, an MBA degree, and was involved in marketing for 10 years before concentrating on corporate communication for the pharmaceutical industry during the next 10 years, including a seat on the executive board. Liaison with the US headquarters and the European affiliates, I was involved in the development of Lean Manufacturing with six sigma. My specialty is providing support in corporate reputation including corporate communication. Associate professor at Montpellier Business School in the Communication Marketing & Sales Department, I have contributed to building a corporate reputation course to be adapted to undergraduates and have been assigned to teach principles in Marketing Mix and Integrated Marketing and Communication. I am known for approaching marketing from an "anti-consumer" approach (sustainable) but in a responsible way.
<b>2. Professional experience</b>	
Date & position held	<b>Since 2010-:</b> Associate professor, Montpellier Business School <b>2003-2009:</b> Corporate Communication Director, Merck Sanofi Aventis Animal Health, Atlanta & Lyon. <b>1996-2001:</b> Corporate Communication Manager, Bausch & Lomb, Montpellier, France <b>1992-1996:</b> Advertising Account Supervisor, Publicis affiliate, Paris, France <b>1991-1992:</b> Logistics Coordinator, Publicis affiliate, Paris, France
<b>3. IC: Discipline based scholarship</b>	
<b>3.1 Publications</b>	
Journal articles (PRJ)	
Books	
Books chapters	
Editorials (PRJ)	
Editorials Books	
Book reviews	
<b>3.2 Other written contributions</b>	
HDR Thesis	

PhD Thesis	
Master Thesis	
Conference papers	
<b>3.3 Research activities</b>	
Supervision of doctoral research	
Participating in PhD committees	
Journal reviewing	
Organizer of conferences & workshops	
Participating in the organization of conferences & workshop	
Conference activity other than paper presentations	
Faculty workshop	
Research grants & awards	
Other	
<b>3.4 Other activities or contributions</b>	
Other activities non defined above	
<b>4. IC: Learning &amp; Pedagogical Scholarship</b>	
<b>4.1 Publications</b>	
Journal articles (PRJ)	
Professional/Trade Journals	
Books (Monographs & Textbooks)	
Book chapters	
<b>4.2 Other written contributions</b>	
Case studies	
Conference papers	
<b>4.3 Learning &amp; pedagogical activities</b>	
Organizer of conferences & workshops	
Participating in the organization of conferences & workshop	
Conference activity other than paper presentation	
Faculty workshop/continuing education	
Other	<p>[21] <b>2017-2018:</b> Member of the CSR Commission, Project Leader Zero Plastic Waste</p> <p><b>2016-2017:</b> Strat'Me Up: Marketing audit and recommendations for a Transgene, cereal trader looking for diversification: organic or others activities.</p> <p><b>2016-2017:</b> Member of the Infrastructure Commission</p> <p><b>2016-</b> Supervision of 15 masters students' thesis and 5 Mscs.</p> <p><b>Each year:</b> Member of GSCMBS Master Program student recruitment jury (12 days) and Bachelor Program (4 days) and MSCs (1 day).</p> <p><b>Each year:</b> Member of IAE License jury (1 to 2 days)</p> <p><b>2015:</b> Member of the e-learning commission.</p> <p><b>2014-:</b> Supervisor of 15 master students thesis</p> <p><b>2013-2014:</b> Marketing audit and recommendations for a venture park for children in Camargue, coaching of students. .</p> <p><b>2013-2014:</b> Business development recommendations for a copy center in a very strong competitive environment, coaching of students.</p>

<b>4.4 Other activities or contributions</b>	
Other activities non defined above	
<b>5. IC: Contributions to Practice</b>	
<b>5.1 Publications</b>	
Journal articles (PRJ)	
Professional/Trade Journals	
Books (Monographs)	
Book chapters	
<b>5.2 Other written contributions</b>	
Conference papers	
Technical or Consultancy reports	
<b>5.3 Activities related to practice</b>	
Consulting [1]	<b>2013-:</b> PR consultant for a local association dedicated to societal outcasts (Regain): launch of a web TV, media management.
Organizer of conferences & workshops	
Participating in the organization of conferences & workshops [1]	<b>2016:</b> At OECD: Award in the category CSR for the project “A day in the shoes of the Levis’ clients”, organized by the French Association “Responsible Campus” <b>2015:</b> Montpellier Business School Sustainable Week, Montpellier France (Eco-conception approach)
Conference activity other than paper presentations	
Faculty workshop	
Other	
<b>5.4 Other activities or contributions</b>	
Other activities non defined above	
<b>6. Teaching</b>	
Courses taught	<b>Since 2014-:</b> Sustainable Marketing L2 (MBS bachelor program) <b>Since 2014-:</b> Corporate Communication L3 (MBS bachelor program) <b>Since 2014-:</b> Integrated Marketing & Communication M1 (MBS Master program)
<b>7. Additional personal information</b>	
Language skills	French, English (both native)
Computer skills	Microsoft Office
Other	