

# Jean-François GUINVARC'H

Lecturer

Academy: Digitalization

Campus: Paris

Email: jeanfrancois.guinvarch@skema.edu

## Education

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2022 Master en Marketing Management & Digital, ESSEC Business School, France

## Experience

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### **Other academic affiliations and appointments**

Since 2022 Program Director MS Marketing Data et Commerce Electronique, SKEMA Business School, France

### **Other professional experiences**

Since 2020 Head of Digital Health (Medical & Patient), Pierre Fabre Group, France

2018 - 2020 Global Chief Digital Officer, A-Derma, Pierre Fabre Group, France

2017 - 2018 Managing Director of Business Unit | Sales, Marketing, Customer Service, Groupe Laboratoire Rivadis, France

2015 - 2017 Rivadis Group | Director of Marketing / Digital 360 & Customer Experience (POS + E-Commerce), Groupe Laboratoire Rivadis, France

2009 - 2014 Dir. Marketing / Digital / Social Médias / E-commerce / Communication | Nestlé Nutrition/Jenny Craig, Nestlé, France

2009 Territory Marketing Manager | General Business - Ile de France, IBM, France

2006 - 2008 Directeur Marketing Marque | IBM Express, IBM, France