

Laurence NAHMIAS

Lecturer

Academy: Transformation

Campus: SOPHIA

Email: laurence.nahmias1@skema.edu

Teaching interests

Consumer Behavior, CSR, Effectual Methods, Marketing Research, Non Profit Marketing, Strategic Marketing, Sustainable Business Models

Education

- | | |
|------|---|
| 2004 | DEA en management, Université Côte d'Azur, France |
| 1993 | Master of Science in Management, ESSEC Business School, France |
| 2021 | MOOC "Understanding the ecological crisis to reinvent the company", Collège des Directeurs du Développement Durable (C3D), France |

Experience

Full-time academic positions

Since 2023 Lecturer, SKEMA Business School, France

Other academic affiliations and appointments

2003 - 2023 Professeur Externe et Tutrice, SKEMA Business School, France

Other professional experiences

- | | |
|-------------|--|
| Since 2007 | Marketing Specialist & Consultant, France |
| 2001 - 2002 | Franchise Manager, Johnson & Johnson, France |
| 1998 - 2001 | Senior Product Manager, Danone Group, France |
| 1997 | Sales Representative, Danone Group, France |
| 1994 - 1996 | Junior Product Manager, Danone Group, Italy |

Professional Activities

Other professional activities

Since 2010 Membre du Comité exécutif d'une fondation, France