

**Katrina PANCHOUT**  
Chargé d'enseignement senior

Académie : Globalisation

Campus : LILLE

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## Formation

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1984                      Master, ESC Lille, France

## Expérience Professionnelle

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### **Positions académiques principales**

Depuis 1998            Associate Professor, SKEMA Business School, France

### **Autres affiliations académiques**

Depuis 2013            Deputy Director PGE Lille Campus, SKEMA Business School, France

2011 - 2013            Academic Manager M1/M2 Lille Campus, SKEMA Business School, SKEMA Business School, France

2010 - 2012            Correspondant for Director of Marketing Faculty Department, SKEMA Business School, France

2005 - 2012            Programme Director, SKEMA Business School, France

### **Autres expériences professionnelles**

1992 - 1997            International Communications Manager, International Head Office, Lacoste, France

1990 - 1992            Communications Manager, Habitat Group, Royaume Uni

1988 - 1990            Public Relations & Events Manager; B2C, Retail and Marketing Communications, Weber Shandwick, Royaume Uni

## Publications

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### **Articles académiques revus**

ROLLET, M., HOFFMANN, J., COSTE-MANIÈRE, I. et PANCHOUT, K. (2013). The concept of creative collaboration applied to the fashion industry. *Journal of Global Fashion Marketing*, 4(1), pp. 57-66.

### **Chapitres d'ouvrage**

COSTE-MANIÈRE, I., PANCHOUT, K. et MOLAS, J. (2012). The Evolution of the Luxury Market: Stairway to Heaven? Dans: Hoffmann, J., Coste-Manière, I. eds. *Luxury Strategy in Action*. 1st ed. Londres: Palgrave Macmillan, pp. 5-21.