



Currently finishing his doctoral thesis at Telecom ParisTech and Professor at CERAM Business school, Dominique started its career as an information system consultant at Bull Company then **PricewaterhouseCoopers**. In 2002, Dominique moved to CERAM Sophia Antipolis Business school to lead the Teee-Inn European project. He also advised well known successful start-ups like Seemage, Benomad, Keeneo and lately Mobilgov. He is the creator of a **methodology in marketing strategy called ISMA360® and deployed in 6 European countries.**

Dominique VIAN



Contact:

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Faculty since 2006

Position:

Researcher - Innovation Strategy & Management in High Tech Entrepreneurship

Nationality:

French

Educational background:

2007: On going doctoral thesis ; Ecole Nationale Supérieure des Télécommunications ParisTech

1987: Post Graduate in Information Technologies Management, C.E.R.A.M - Sophia Antipolis.

1987: Post Graduate in Management,
Diplôme d'Etudes Supérieures Spécialisées,
Certificat d'Aptitude à l'Administration des Entreprises.
Institut d'Administration des Entreprises (I.A.E.) of Nice

1985: Computer Engineer, Maîtrise Informatique Appliquée à la Gestion des Entreprises, (M.I.A.G.E), Nice.

Academic appointments:

2003-2008: Teaching on Innovation Strategy & Management and High Tech Entrepreneurship

Courses taught:

- > ISMA360 a method of marketing of innovation (CERAM – GE3)
- > Consulting in management for Innovative companies (CERAM – GE3)
- > Strategy of innovation (MS ALEF, Ecole des Mines de ParisTEch)
- > Action Learning Business Development Project 5CERAM – MSc)
- > Venture creation project (CERAM – GE1)

Professional experience:

2007-2005: CERAM Expert High Tech Entrepreneurship Center. Work package leader of Achieve Project supported by Cambridge University coordinator and EIF partner. Creator of a successful methodology of marketing strategy (ISMA360 ®), deployed in 6 European countries, taught at CERAM, HEC MBA program, Ecole des Mines de Paris.

2003 – 2005: CERAM Entrepreneurs & Innovation. Teee Inn project coordinator (5 incubators from Europe: Cambridge University, UTC Compiègne, ...). In depth coaching of successful start-ups (Seemage 2004 bought by Dassault System in 2007, Benomad, Keeneo).

2001 – 2003: Chambre de Commerce et d'Industrie Nice Côte d'Azur. Adviser for local SME(s) to set up e-business strategies.

1998- 2001: PricewaterhouseCoopers senior consultant. Adviser for local SME(s) on internal and e-business process. Health Center Internet Services company in Sophia Antipolis as Business Development manager (8 months)

1997-1998: Finance and Administration Manager, SA Marcel VIAN Parfums et Aromes, Grasse - Turnover: 29 MF, Staff: 25.
Responsible for restructuring of management activities after sale of subsidiary: organization of employees retraining program, cost control, economic indicators definition, Information Technology system redesign (scope, functionality, processes, architecture, network, Unix/Oracle change to Windows NT). Consulting activities

1994-1997: Company manager, SA CAELICIA Parfums et Cosmétiques, Vallauris - Turnover: 9 MF, Staff: 15.

In charge of financial control, human resources, purchasing, logistics, Information Technology systems. Follow up of marketing activities, management of sales force.

1987-1994: System Information Organisation Consulting, Bull SA, Lyon, Marseille. In charge of the merge of two Social Security Information System Processing Centres for the Provence Alpes Côte d'Azur Corse region. Software Projects Specifications for industrial and local administrative sectors, involving organisation feasibility, estimation of work load and scheduling of tasks (3 projects). Information system evaluation and preliminary studies for several large companies on workflow projects or external information exchanges (12 projects).

Experience abroad:

Throughout European projects:

- ACHIEVE More (3 years) (UK, Finland, Sweden, Germany, Italy, Nether Land, ...)
- ACHIEVE (30 months) (UK, Sweden, Germany, Italy, Nether Land...)
- TEEE Inn (UK, Italy, France)

Research interests:

Entrepreneurship process: Invention towards innovation transformation
Complexity, effectuation, near-decomposability of systems

1. Discipline based Scholarship

1.1. Publications:

- Expansion Management Review, December 2005, « l'analyse systémique appliquée au marketing »
- Working Paper: "Transforming invention into innovation: towards a generic cognitive strategic marketing process" January 2007, ENST Paris

1.2. Conference papers, Refereed conference

- Cornell & Mc Gill, Conference on Institution & Entrepreneurship (New York), July 2007 : "Transforming invention into innovation: towards a generic cognitive strategic marketing process"

2. Contribution to Practice

2.1 Non-refereed/professional conferences:

- The European Chemical Marketing and Strategy Association (ECMSA) Barcelona , "ISMA360, Optimising the marketing of Innovation", February 2006
- Réseau Curie, "ISMA360, optimising the marketing of innovation", June 2006
- Advancia Paris, De la création à la grande entreprise : quelles stratégies d'entrepreneuriat, quels profils d'entrepreneurs ? « ISMA360 une méthode de marketing de l'innovation », December 2006
- EBN Congress Canterbury, "Mutualized Market Demand Intelligence Process and Innovation Systemic marketing Analysys 360 °", June 2007
- Conference Driving Innovation from Sciences to Business, "How to find the right market access for any invention?", Aix en Provence, March 2008
- Ecole de Management de Stasbourg, "How to find the right market access for any invention?", May 2008
- Entrepreneurship and Innovation in Europe – The Way Ahead, "Access to Market: Launch of the ISMA 360 Expert Certification" November 2008, Bristol, UK

2.2. Publicly Available Technical Reports:

- The TEEE INN process formal definition D 6.1
- Packaging of tools for TEEE-Inn D 6.2
- TEEE-Inn Success Stories and Best Practice Guide D 7.2
- TEEE-Inn follow-up Business plan D 7.3
- ACHIEVE Measure of the results at selected events D5.1
- ACHIEVE Toolkit description D 3.1

3. Learning and Pedagogical Research:

Development of executive trainings:

- ISMA360 competency transfer
- ISMA360 Refresher and improvement

Languages:

French, English