



Michaela MERK

**GLOBALISATION Academy
Paris**

CV

Skills & Interests

Languages

Trilingual: German (native), French (18 years living in France), English

Fluent: Spanish, Indonesian (good), Italian (notions)

Expertise

International Marketing

Retailing

Qualification

Scholarly Academic

Academic Degrees

Doctorat sorbonne business school / HEC, Marketing, 2012

Master ESSEC Business School, Paris, Marketing Management, 1999

Work Experience

Professor in Marketing, SKEMA Business School (April, 2017 - Present), PARIS LA DEFENSE, France.

Program Director - Master of Science in Global Luxury Management, SKEMA Business School (April, 2017 - Present), PARIS LA DEFENSE, France.

Seminars in Manager et créer des marques de luxe, University of St Gallen (2016 - Present), St Gallen, Switzerland.

Seminars in Luxury Retail & Digital Management, CREA – INSEEC (2016 - Present), Geneva, Switzerland.

Seminars in Luxury brand management and communication, International University of Monaco/ INSEEC (2009 - Present), Monaco, Monaco.

Seminars in luxury, retail and digital management, IFM - IAE Paris – Sup de Luxe (2008 - Present), PARIS, France.

Seminars in international marketing, luxury, retail and digital management and Thesis Director, Université Paris Dauphine (2007 - Present), PARIS, France.

CEO & Founder, MERK-VISION & Partners (www.merk-vision.com) (2007 - Present), PARIS, France.

Seminars in international marketing/ Thesis Director and teaching, ESSEC Business School (2004 - Present), PARIS, France.

Associate Professor in Luxury, Digital and International Marketing / Responsible for creating and implementing the executive certificate in Luxury Brand, Retail and Digital Management, Université Paris Dauphine (2014 - March, 2017), Paris, France.

General Manager Germany, ESTÉE LAUDER COMPANIES/ BOBBI BROWN (2008 - 2010), Munich, Germany.

International Marketing Manager Own Label, MARIONNAUD / AS WATSON (2007 - 2008), PARIS, France.

Category Manager Skincare/ Makeup, MARIONNAUD / AS WATSON (2005 - 2008), PARIS, France.

International Trade/ Event Marketing Manager Biotherm, L'ORÉAL LUXURY PRODUCTS DIVISION (2003 - 2005), PARIS, France.

Product Manager Travel Retail Europe, L'ORÉAL LUXURY PRODUCTS DIVISION (2002 - 2003), PARIS, France.

Product Manager Helena Rubinstein France, L'ORÉAL LUXURY PRODUCTS DIVISION (2000 - 2002), PARIS, France.

Sales Representative Helena Rubinstein France, L'ORÉAL LUXURY PRODUCTS DIVISION (1999 - 2000), PARIS, France.

INTELLECTUAL CONTRIBUTIONS

Articles in Journals

Merk, M., Michel, G., & Eroglu, S. (2015). Salesperson-Brand Relationship: Main dimensions and impact within the context of private brand retailing. *Journal of Personal Selling & Sales Management*.

Books, Monographs, Compilations, Manuals

MERK, M. (2015). *Manager les vendeurs du luxe : Stratégies pour créer des ambassadeurs de marque* Dunod.

MERK, M. (2014). *Luxury Sales Force Management : Strategies for winning over your brand ambassadors* Palgrave Macmillan.

Chapters, Cases, Readings, Supplements

MERK, M. (2014). Les Théories interculturelles du management : cas d'entreprise. In BARABEL M., MEIER O., TEBOUL T. (Ed.), *Les Fondamentaux du Management* (pp. 164-177). Dunod.

MERK, M. (2013). Appréhender la relation marque-vendeur comme un facteur de motivation. In MICHEL G. (Ed.), *Management Transversale de la marque* (pp. 101-111). Dunod.

MERK, M. (2008). The Beauty market and L'Oréal. In RAJU M.S., XARDEL D. (Ed.), *Marketing Management : International Perspectives* (pp. 305-319). Vijay Editions.

Conference Presentations

MERK, M. (2016, September). *Luxury Sales Force Management in times of change*. CEIBS Congress, Shanghai, China.

MERK, M. (2013, May). *Measuring Sales Force – Private Brand Relationships: A new management strategy for retailers*. AFM Annual Conference, La Rochelle, France.

MERK, M. (2012). *Sales Force Brand Relationship: What is it ? How to measure it ? What factors influence it?* International Research Congress, Sorbonne Business School, Paris, France.

MERK, M. (2011, January). *Analyzing the impact of sales force motivation upon customer loyalty and new brand success*. International Marketing Trends Conference, Paris, France.

Other Research

2015: MERK, M., Maitriser l'évolution du luxury retail à l'ère digitale', e-Commerce Mag.

2014: MERK, M., Les trois challenges de l'e-commerce », LA REVUE DES MARQUES, pp 18-21.