



Katrina PANCHOUT
GLOBALISATION Academy
Lille

CV

Skills & Interests

Languages

English Mother Tongue (British)

French Fluent

Spanish Notions

Expertise

International Marketing Professor, specialised in Branding, Retailing and Luxury Goods Management Strategy

International Interests

Asia

Qualification

Scholarly Practitioner

Academic Degrees

Master ESC Lille, Lille, France, 1984.

Work Experience

Deputy Director PGE Lille Campus, SKEMA (2013 - Present), Lille, France.

Associate Professor, SKEMA (1998 - Present), Lille, France.

Academic Manager M1/M2 Lille Campus, SKEMA Business School, SKEMA Business School (January, 2011 - 2013), Lille, France.

Correspondant for Director of Marketing Faculty Department, SKEMA BS (2010 - 2012), N.C, France.

Programme Director, SKEMA BS (2005 - 2012), Lille, France.

International Communications Manager, La Chemise Lacoste, International Head Office (1992 - 1997), Paris, France.

Communications Manager, Habitat Group (1990 - 1992), London, United Kingdom.

Public Relations & Events Manager; B2C, Retail and Marketing Communications, Weber Shandwick (1988 - 1990), London, United Kingdom.

INTELLECTUAL CONTRIBUTIONS

Articles in Journals

Rollet, M., Hoffmann, J., Coste-Manière, I., & Panchout, K. (2013). The concept of creative collaboration applied to the fashion industry. *Journal of Global Fashion Marketing*, 4 (1), 57-66.

Chapters, Cases, Readings, Supplements

Coste, I. & Panchout, K. (2011). The Evolution of the Luxury Market: Stairway to Heaven?. In Hoffmann, J., Coste-Manière, I. (Ed.), *Luxury Strategy in Action*. Palgrave Macmillan.