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**Peter SPIER**

**GLOBALISATION Academy  
Sophia-Antipolis**

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**CV**

**Skills & Interests**

**Teaching Skills**

Peter Spier has substantial experience teaching and training students and executives from diverse backgrounds. His approach seeks to be interactive, and learner-driven.

He has taught "Train the trainer" seminars at ESA, Beirut.

**Languages**

English mother tongue. Fluent in French, German and Spanish

**Expertise**

Peter Spier is an experienced teacher and trainer in the areas of negotiation, sales, communication and persuasion - often with an intercultural dimension - as well as various aspects of marketing: brand management, international marketing, marketing management.

As well as teaching at Masters level, Peter Spier has extensive experience teaching at MBA and executive level. He teaches on the MBA and Executive MBA at ESA, Beirut. When at Negocia Business School, Paris, he developed a major strategic training programme exploring the developments of automotive distribution with Renault, which ran for several years. He developed special training programmes for purchasers at Auchan-Russia, Leroy Merlin-Russia, and Leroy Merlin-Roumania, returning to Russia over a number of years. He developed a full sales training session for managers and sales force members at Air Liquide, Lebanon, which took the form of a number of modules.

**Qualification**

Other

**Academic Degrees**

Master EAP-European School of Management, Paris, France, European MBA in International Business, 1994.

Ph.D. Exeter College - Oxford University, United Kingdom, D.Phil., Modern Languages and Literature (French/Spanish), 1990.

Bachelor Exeter College, Oxford University, United Kingdom, B.A. Joint Honours French/German, 1978.

## **Work Experience**

Coaching, Aeroport de Nice (February, 2013 - Present), Nice, France.

Director of MSc programme in International Marketing & Business Development, SKEMA Business School (2009 - Present), Sophia-Antipolis, Paris, France.

Coaching, Coup de Pousse (2006 - Present), Nice, France.

Associate Professor, CERAM / SKEMA (2003 - Present), Sophia Antipolis, France.

Lecturer, ESA (2012 - 2013), Beiruth, Lebanon.

Academic Director of Masters Programmes, SKEMA BS (2009 - 2013), Sophia, Paris la-Défense, Suzhou, Raleigh, Unknown.

Coaching, Leroy Merlin (2012), Bucarest, Romania.

Coaching, Air Liquide (2010 - 2011), Beiruth, Lebanon.

Coaching, Groupe Chaloub (2003 - 2011), Beirut, Lebanon.

Coaching, Hotel Beds (2010), Varsovie, Poland.

Director of MSc programme, CERAM (2003 - 2009), Sophia Antipolis, France.

Associate Dean, CERAM (2004 - 2005), Sophia Antipolis, France.

Director of Nice centre/Director of International Relations, IPAG business school (2002 - 2003), Paris & Nice, France.

Visiting Professor, ESCP Lomonossov (2002 - 2003), Moscow, Russia.

Professor, NEGOCIA business school (1999 - 2002), Paris, France.

Course leader, NEGOCIA business school (1999 - 2002), Paris, France.

International Sales & Marketing Director, Magnum Photos (1994 - 1999), Paris-New York- London-Tokyo, Unknown.

Lecturer, University of the West of England (1991 - 1993), Bristol, United Kingdom.

Managing Director, ASPECT language travel (1988 - 1991), Paris, France.

PR and training officer, EF Language Travel, Paris, EF Language Travel (1983 - 1988), Paris, France.

## **INTELLECTUAL CONTRIBUTIONS**

### **Chapters, Cases, Readings, Supplements**

SPIER, P. (2014). Professor's perspective, Chapter 11 - Sales Management. *Marketing: A global perspective - Bronis Verhage* (pp. 459-60). Andover, UK: Cengage learning.

### **Conference Presentations**

Pellier, M., Spier, P., & Coste-Manière, I. (2015, December). *Wine Industries in France, India, China: A comparative Analysis*. International Conference on advances in management and technology in a global world ICAMT-15, Noida, India.

### **Other Research**

2013: Spier, P., *Quels métiers et quelles missions pour les jeunes diplômés en Marketing*, [www.journaldesgrandesecoles.com](http://www.journaldesgrandesecoles.com), n° 14, décembre. [Applied or Integrative/application Scholarship]