



Tracy Anne JONES

**GLOBALISATION Academy
Sophia-Antipolis**

CV

Skills & Interests

Languages

English, French, German, Dutch

Expertise

Multicultural management and organisation. International business. Wide knowledge of international educational systems; academic advising. Job hunting skills and techniques. All aspects of language teaching.

Qualification

Other

Academic Degrees

Master Cranfield School of Management (UK), Cranfield, European Management, 1990.

Other The Chartered Institute of Marketing, UK, Diploma in Marketing, 1990.

Postgraduate Certificate University of Sheffield, Sheffield, Education: Modern Languages, 1985.

Other Thames Valley University, City & Guilds Adult Education Trainer's Certificate, 1984.

Bachelor University of Sheffield, Sheffield, German Language and Literature (1st class honours) (French & Dutch Emphasis), 1983.

Work Experience

Lecturer in Management, SKEMA Business School (2013 - Present), Sophia Antipolis, France.

Academic Advisor, International Office, SKEMA Business School (2002 - Present), Sophia Antipolis, France.

Lecturer in Languages and Management, SKEMA Business School (September, 1992 - August, 2013), Sophia Antipolis, France.

Acting Head of Languages Department, SKEMA Business School (2007 - 2009), Sophia Antipolis, France.

Dean of Student Affairs, MBA Programme, SKEMA Business School (2000 - 2001), Sophia Antipolis, France.

Institutional Coordinator of MSc Programs, SKEMA Business School (1996 - 2000), Sophia Antipolis, France.

Acting Head of Languages Department, SKEMA Business School (1995 - 1996), Sophia Antipolis, France.

Lecturer in English and German, EDHEC Business School (1993 - 1996), Nice, France.

Assistant Manager of Marketing Communication, TEXAS INSTRUMENTS (1990 - 1992), Villeneuve Loubet, France.

Teacher of French and German & Industrial Liaison Officer for work placements, Langley School (1988 - 1989), Solihull, United Kingdom.

Teacher of German and French: Head of German, Acting Head of Modern Languages, Charlton School (1985 - 1988), Telford, United Kingdom.

Passenger Agent, AIR CANADA (1984), London, United Kingdom.

Sales and Marketing Assistant, DYNAMIT NOBEL (UK) Ltd (1983 - 1984), London, United Kingdom.

English Language Assistant, Schiller Schule, Germany (1981 - 1982), Bochum, Germany.

INTELLECTUAL CONTRIBUTIONS

Articles in Journals

Altman, Y. & Jones, T. (1993). Case Study: Euro Disney: the magic is missing. *Crossborder management journal*, 1 (1), 21-25.

Chapters, Cases, Readings, Supplements

Walas, M. & Jones, T. (2018). ARECO Stratégie internationale. *N/C*.

Bossard, F., Jones, T., & Walas, M. (2017). ARECO, Survie ou stratégie de croissance pour cette start-up innovante devenue une PME leader sur un jeune marché. *N/C*.

Jones, T., Ehret, B., & Walas, M. (2016). A Success Story: Analysis of an innovative start-up which became the market leader. In G1894(GB) (Ed.), *G1894 GB* (pp. 18). Paris: CCMP.

Conference Presentations

Altman, Y. H. & Jones, T. A. (1992). *Euro Disney: An American Icon in Europe; Reflections on an Unsuccessful Cultural Transplant*. The Americanisation of Culture Conference, Swansea, United Kingdom.

Professional Service

Other Professional Service Activities

2012: Jean Monnet Workshop: Student and Graduate Mobility in Europe & its Impact on Business & Career Opportunities, Sophia Antipolis, France (National).

Gave speech about Erasmus at this conference.