

Peter SPIER
Associate Professor

Academy: Globalization

Campus: SOPHIA

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Education

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| 1994 | Master in European MBA in International Business, ESCP Business School, France |
| 1990 | D.Phil. - Modern Languages and Literature (French/Spanish), Exeter College, Oxford University, Great Britain |
| 1978 | B.A. Joint Honours French/German, Exeter College, Oxford University, Great Britain |

Experience

Full-time academic positions

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| Since 2003 | Associate Professor, SKEMA Business School, France |
| 1999 - 2002 | Professor, NEGOCIA Business School, France |

Other academic affiliations and appointments

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| Since 2009 | Director of MSc programme in International Marketing & Business Development, SKEMA Business School, France |
| 2012 - 2013 | Lecturer, Ecole Supérieure des Affaires, Lebanon |
| 2009 - 2013 | Academic Director of Masters Programmes, SKEMA Business School |
| 2003 - 2009 | Director of MSc programme, CERAM Business School, France |
| 2004 - 2005 | Associate Dean, CERAM Business School, France |
| 2002 - 2003 | Director of Nice centre/Director of International Relations, IPAG Business School, France |
| 2002 - 2003 | Visiting Professor, ESCP Business School, Russia |
| 1999 - 2002 | Course leader, NEGOCIA Business School, France |
| 1991 - 1993 | Lecturer, University of the West of England, Great Britain |

Other professional experiences

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| Since 2013 | Coaching, Aéroport de Nice, France |
| Since 2006 | Coaching, Coup de Pousse, France |
| 2012 | Coaching, Leroy Merlin, Romania |
| 2010 - 2011 | Coaching, Air Liquide, Lebanon |
| 2003 - 2011 | Coaching, Chalhoub Group, Lebanon |
| 2010 | Coaching, Hotel Beds, Poland |
| 1994 - 1999 | International Sales & Marketing Director, Magnum Photos |
| 1988 - 1991 | Managing Director, ASPECT language travel, France |
| 1983 - 1988 | PR and training officer, EF Language Travel, Paris, EF Language Travel, France |

Keynote speaker

SUAREZ, M., COSTE-MANIÈRE, I., SPIER, P., LE TROQUER, F. and GUEZGUEZ, H. (2023). Implementation of sustainability as a core value of the Fashion Industry. In: Role of sustainable development goals in business / Jaipuria Institute of Management. Indirapuram, Ghaziabad.

Conference presentations

COSTE-MANIÈRE, I., SPIER, P. and EL GUERRAB, H. (2020). Playing with fire might burn your brand. In: Global Leadership Research Conference 2020. Noida / Delhi.

PELLIER, M., SPIER, P. and COSTE-MANIÈRE, I. (2015). Wine Industries in France, India, China: A comparative Analysis. In: International Conference on advances in management and technology in a global world ICAMT-15. Noida.

Press and social media

SPIER, P. (2020). Quels sont les bénéfices d'une pédagogie orientée "learn-by-rising-to-the-challenge"? L'exemple d'un sales challenge. Sophia Antipolis: SKEMA ThinkForward, France.