

Jean-François GUINVARC'H

Lecturer

Academy: Digitalization

Campus: Paris

Email: jean-francois.guinvarch@skema.edu

Education

2022 Master en Marketing Management & Digital, ESSEC Business School, France

Experience

Other academic affiliations and appointments

Since 2022 Program Director MS Marketing Data et Commerce Electronique, SKEMA Business School, France

Other professional experiences

Since 2020 Head of Digital Health (Medical & Patient), Pierre Fabre Group, France

2018 - 2020 Global Chief Digital Officer, A-Derma, Pierre Fabre Group, France

2017 - 2018 Managing Director of Business Unit | Sales, Marketing, Customer Service, Groupe Laboratoire Rivadis, France

2015 - 2017 Rivadis Group | Director of Marketing / Digital 360 & Customer Experience (POS + E-Commerce), Groupe Laboratoire Rivadis, France

2009 - 2014 Dir. Marketing / Digital / Social Médias / E-commerce / Communication | Nestlé Nutrition/Jenny Craig, Nestlé, France

2009 Territory Marketing Manager | General Business - Ile de France, IBM, France

2006 - 2008 Directeur Marketing Marque | IBM Express, IBM, France