

# Laurence NAHMIAS

Lecturer

Academy: Transformation

Campus: Sophia Antipolis

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## Teaching interests

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Consumer Behavior, CSR, Effectual Methods, Marketing Research, Non Profit Marketing, Operational Marketing, Strategic Marketing, Sustainable Marketing and Business Models

## Education

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| 2004 | DEA en management, Université Côte d'Azur, France   |
| 1993 | Master of Science in Management, ESSEC Business School, France  |
| 2021 | MOOC "Understanding the ecological crisis to reinvent the company", Collège des Directeurs du Développement Durable (C3D), France |

## Experience

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### **Full-time academic positions**

Since 2023 Lecturer, SKEMA Business School, France

### **Other academic affiliations and appointments**

2003 - 2023 Professeur Externe et Tutrice, SKEMA Business School, France

### **Other professional experiences**

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| Since 2007  | Marketing Specialist & Consultant, France    |
| 2001 - 2002 | Franchise Manager, Johnson & Johnson, France |
| 1998 - 2001 | Senior Product Manager, Danone Group, France |
| 1997        | Sales Representative, Danone Group, France   |
| 1994 - 1996 | Junior Product Manager, Danone Group, Italy  |

## Professional Activities

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### **Other professional activities**

Since 2010 Membre du Comité exécutif d'une fondation, France