

Prof. Dr. Xavier Pavie

Curriculum Vitae

ACADEMIC PUBLICATIONS

Books

- *Le choix d'exister*, Les Belles Lettres, 2015
- *Design Thinking & Innovation Responsable*. Maxima, 2015
- *Innovation, l'élan du XXI^e siècle* (co-auteur). L'Harmattan, 2014
- *Responsible Innovation: From Concept to Practice*. World Scientific, 2014
- *Pierre Hadot, discours et mode de vie (édition)*. Les Belles Lettres, 2014
- *Exercices spirituels, leçons de la philosophie contemporaine*. Les Belles Lettres, 2013
- *L'influence du dialogue sur les relations et l'expérience client* (co-auteur). L'Harmattan 2013
- *Exercices spirituels, leçons de la philosophie antique*. Les Belles Lettres, 2012
- *Innovation-responsable, levier stratégique pour les organisations*. Eyrolles, 2012
- *Valuing People to Create Value: an innovative approach to leveraging motivation at work* (co-auteur). World Scientific, 2011
- *La méditation philosophique*. Eyrolles, 2010
- *Management Stratégique des Services et Innovation: Complexités et Nécessité*. L'Harmattan, 2010
- *Tourisme et innovation* (co-auteur). Préface "du voyage au tourisme". L'Harmattan, 2009
- *L'Apprentissage de soi*. Eyrolles, 2009
- *Exercices spirituels dans la phénoménologie de Husserl*. L'Harmattan, 2008

Articles

- *Leveraging uncertainty: a practical approach to the integration of responsible innovation through design thinking* - *The Procedia, social and behavioral sciences* Elsevier second semester 2015
- *The importance of responsible innovation and the necessity of Innovation-Care* in Philosophy of Management - issue 1-13 - second semester 2015
- *La méditation philosophique et sa résonance dans le yoga*, Iphilo.fr, mai 2015
- *Le digital est un moyen, pas une fin en soi*. Harvard Business Review - avril 2015
- *La santé du futur, avec ou sans pharmacien ?* Les Echos, avril 2015
- *Le latin, une langue morte ? Pas pour le secteur du management* – Le Nouvel Obs Plus – mars 2015
- *Transformer son business model par l'innovation dans les services* - Cahier Innovation & Société Janvier 2015
- *L'enjeu des médias sociaux pour les laboratoires pharmaceutiques dans une stratégie marketing centrée sur le patient* avec Elodie Douangmanivanh – Cahier Innovation & Société – Janvier 2015
- *La destruction du métier de pharmacien est créatrice* - Revue Pharma - Janvier 2015
- *Le corps, matière d'exercices spirituels* - Revue Société - De Boeck - Déc 2014
- *La responsabilité n'est pas une fin en soi* – Reflets Magazine Hors Série, Déc 2014
- *La révolution silencieuse des services est en marche* - Harvard Business Review France - novembre 2014
- *La présence des exercices spirituels dans l'espace contemporain*, Iphilo, nov 2014
- *Déconstruire l'enseignement de l'innovation* – Journal des Grandes Ecoles, oct 2014

- *Fosun vs Bonomi: Club Med's Customer Strategy at the Heart of Negotiations?* - ESSEC Knowledge - oct 2014
- *Comment le Club Med a placé le client au coeur de sa stratégie* - Harvard Business Review France - Oct 2014
- *Trois questions-clés pour innover de façon responsable* - Harvard Business Review France - Oct 2014
- *Le SM comme exercice spirituel* - Le Point - sept 2014
- *Pourquoi le Club Med doit aller plus loin dans sa stratégie de montée en gamme*, Les Echos, sept 2014
- *Se convertir aux exercices spirituels pour mieux vivre*, Iphilo.fr, juin 2014
- *L'importance de l'innovation, la nécessité de la responsabilité*, Iphilo.fr, mai 2014
- *L'innovation responsable face aux enjeux du transhumanisme* (sous dir.), Revue Innovation & société, fev. 2014
- *The Uncertainty of Innovation and How to Cope with it* - EMDT - Jan. 2014
- *L'avenir du commerce de proximité par les services.* (sous dir.) Revue Innovation & Société, jan. 2014
- *Integrating responsible-innovation into organizations* (with D. Carthy) - ICOIS sept. 2013
- *Le principe d'innovation responsable, fondement de l'innovation bancaire ?* Revue Banque, juin 2013
- *Global Pay for Performance* - Performensation - June 2013
- *Parcours patient, parcours client* Revue Innovation & société, fev. 2013
- *L'innovation responsable et son intégration dans les processus d'innovation* (sous dir.), Revue Innovation & société, nov. 2012
- *Quality of Daily Life, a Key Driver for Performance & Engagement in Organization.* (co-author with H. Mathe and J. Egal), Revue Innovation & Société, sept. 2012
- *Les nouvelles frontières de la santé au XXIe siècle* (sous dir.) Revue Innovation & Société, sept. 2012. Edited also on DVD with an exclusive interview with D.Shetty – Narayana Hrudayalaya – Institute of Medical Sciences.
- *Les Services à la personne : état des lieux et perspectives.* (sous dir.) Revue Innovation & Société, janv. 2012
- *De quoi l'innovation-responsible est-elle le nom ?* Revue Innovation & Société, nov. 2011
- *Service public et efficacité : associer culture de responsabilité et culture d'innovation* (co-author with H. Schneider), Revue Innovation & Société, sept. 2011
- *Le slow tourisme, une voie du tourisme responsable innover responsable* (co-author with J. Egal), Revue INTEHL, Lausanne, juil. 2011
- *Innovation-responsible et performance : oxymore ou réalité ?* (sous dir.), Revue Innovation & Société, mai 2011
- *Club Méditerranée: Upscale Strategy Through Innovation and Quality of Service (Focus on Asian Area)*, Revue Innovation & Société, jan. 2011
- *Le rôle de l'innovation dans la stratégie des média*, (sous dir.) Revue Innovation & Société, déc. 2010
- *Christensen's Innovation Model and Responsibility: The Issue of Integrating Responsibility in a Disruptive Innovation Model.* (co-author with J. Egal), De Boeck, oct. 2010
- *Pour voyager responsable: innover responsable*, Revue INTEHL, Lausanne, juil. 2010
- *Les enjeux du marketing face à la responsabilité de l'innovation*, Revue Constructif, nov. 2009
- *Aux sources de l'hospitality*, Revue INTEHL, juin 2009
- *Clandestin et Clandestin-en-Un*, Revue non-philosophique ONPHI, avr. 2009

- *Être philosophe ou manager ?* UNESCO, Paris, Revue Diotime, éditions du CRDP Académie de Montpellier, mars 2009
- *S'organiser pour Innover*, CSC journal (Computer Science Corporation), nov. 2008
- *Savoir s'étonner pour savoir innover*, Solving Consulting journal, juin 2008
- *L'innovation un état d'esprit*, CSC journal, avr. 2008
- *Tentative phénoménologique de l'étranger*, Philo Fiction, sept. 2007
- *De l'abstention démocratique*, Revue philosophique de l'université Paris X, avr. 2007

Chapters

- Expérience client, expérience patient: convergences et divergences (co-auteur avec H. Mathe), in *Quelle santé pour demain ?* (dir. Jacques Marceau), Gallimard 2014
- *Introduction to Responsible Innovation Criteria* - KARIM 2014
- Addressing the Wicked Problem of Responsible Innovation through Design Thinking. Buzás, N. – Lukovics, M. (eds) 2014: *Responsible Innovation*. SZTE GTK, Szeged, pp. 13-27.
- "Innovation and Responsibility: A managerial approach to the integration of responsibility in a disruptive innovation model" (with Julie Egal) in *Responsible Innovation Volume 1: Innovative Solutions for Global Issues* Editors: Jeroen van den Hoven, Bert-Jaap Koops, Henny Romijn, Tsjalling Swierstra, and Neelke Doorn. Springer 2014
- « De la capacité d'étonnement à la capacité d'innovation » in *L'innovation dans les services : perspectives et stratégies* (dir. H. Mathe), L'Harmattan, 2008

Press review

- *La pharmacie de demain doit pouvoir agréger les différentes offres de santé - Interview pour "La pharmacie de demain"* Giphar - Mai 2015
- *Philosopher c'est aussi méditer-* Le Point - Juillet-Août 2014
- *L'innovation et la responsabilité pour l'avenir de l'éducation*, revue SCNEEL, dec. 2013
- *Achat et innovation responsable*, Décision Achat, oct. 2013
- *L'école en 2025: "Notre système éducatif a besoin d'innover, sinon il disparaîtra"*, L'Express, août 2013
- *Pharmacien et le rôle du service*, Pharmacien Manager, mai 2013
- *Les enjeux de l'innovation responsable*, Les Echos, avril 2013
- *L'innovation collaborative*. La Tribune, mars 2013
- *Exercices Spirituels, leçon de la philosophie antique*, Journal de la philosophie, France Culture, fév. 2013
- *L'innovation-responsable en région*, interview La Poste, sept. 2012
- *Le caractère responsable de l'innovation*, interview Altran France, août 2012
- *Qu'est-ce que l'innovation responsable ?* BFM Radio, avril 2012
- *Code d'innovation-responsable ou principe de bienveillance*, UP Magazine, mars 2012
- *Devenir une entreprise responsable et innovante en cinq étapes*, UP Magazine, fév. 2012
- *Les enjeux de l'innovation-responsable, tendance des innovations-sociétale*, YouPhil, fév. 2012
- *Qu'est-ce qu'un bon président pour les PME ?* L'Entreprise, déc. 2011
- *Survivre à ses propres limites*, L'Entreprise, déc. 2011
- *DéSordre*, MUM, oct. 2011
- *The ultimate frontier for business leaders*, interview with H. Mathe, TEBA, sept. 2011
- *Le visage de l'autre : exister*, MUM, juil. 2011
- *French Paradox*, Le Nouvel Economiste, 28 avr. 2011
- *Les dieux du management sont morts*, Le Nouvel Economiste, mars 2011

- *Mort d'un maître*, Courrier Cadre, juin 2010
- *Travailler plus pour vivre mieux ?* Courrier Cadre, avr. 2010
- *Responsables*, Courrier Cadre, avr. 2010
- *Haro sur le mail*, Courrier Cadre, mars 2010
- *Soumission au temps*, Courrier Cadre, fév. 2010
- *Susciter la motivation*, Courrier Cadre, janv. 2010
- *L'Apprentissage de Soi*, Journal de la philosophie, France Culture, déc. 2009
- *Le travail n'est épanouissant que s'il apporte du sens*, Courrier Cadre, oct. 2009
- *Sphère d'entreprise et sphère privée*, Le Dauphiné Libéré, août 2009
- *Trahir est-ce se taire ?* Le Dauphiné Libéré, août 2009
- *Sphère d'entreprise et sphère privée*, Philosophie Magazine, juil 2009
- *Responsable ou coupable ?* Philosophie Magazine, juin 2009
- *Conflit d'intérêts?* Philosophie Magazine, juin 2009
- *Trahir est-ce se taire ?* Philosophie Magazine, avril 2009
- *De l'abstention démocratique*, Revue philosophique de l'université Paris X, avril 2007

WORKING PAPER

- *The importance of responsible innovation and the necessity of Innovation-Care* - Working Paper ESSEC 1203
- *Addressing the Wicked Problem of Responsible Innovation through Design Thinking* (with D. Carthy) - Working Paper ESSEC 1324
- *How to define and analyse business model innovation in service* (with E.Hsu, R. Orozco & H. Rödle) - Working Paper ESSEC 1323

Case publication

- *Narayana Hrudayalaya Group of Hospitals (Bangalore, India): Marketing and innovation services in healthcare*, forthcoming 2015
- *Is patient a client ?*, Revue Innovation & Société, Forthcoming 2015
- *Is education a service? The Case of ESSEC Business School*, Revue Innovation & Société, dec 2013
- *Is education a service? The Case of ESSEC Business School*, Revue Innovation & Société, forthcoming 2014
- *Service Innovation in Direct Banking: Leveraging the Customer Experience*, (co-author with M.O'Keeffe), Revue Innovation & Société, may 12
- *Responsible-Innovation in Practice: How to Implement Responsibility Across an Organization?* (co-author with D. Carthy), Revue Innovation et Société, sept. 2013
- *Service Management: leveraging client relationship to reinvent the organization* (co-author with L. Abrate), Revue Innovation et Société, June 2013
- *Service Innovation in Direct Banking: Leveraging the Customer Experience*, (co-author with M.O'Keeffe), Revue Innovation & Société, may 12
- *Histories, Issues and Strategies of Internationalization of French companies*, Revue Innovation & Société, nov. 11
- *Strategic Analysis of the Globalization of Facebook Social Network*, Revue Innovation & Société, may 11
- *Club Méditerranée: Upscale strategy through innovation and quality of service*. Case study published in print & multimedia version on ECCH (ref.310-181-1) et CCMP, sept. 2010

Scientific communication for academic conferences

- *How should innovators and researchers integrate responsibility for the society? The Three Main Axis to Develop a Responsible Innovation*, Keynote speaker for ICEM 2015, Kaunas University of Technology, Lithuania, may 2015
- *Leveraging uncertainty: a practical approach to the integration of responsible innovation through design thinking* (with Daphné Carthy), ICEM 2015, Kaunas University of Technology, Lithuania, may 2015
- *How Should Innovators (and Researchers?) Integrate Responsibility for the Society?* (plenary session) and *Responsibility: What does it Mean? Who is Responsible and for What ? Addressing the Wicked Problem of Responsible Innovation Through Design Thinking* (parallel session) - 6th International Conference on Corporate Sustainability and Responsibility, Berlin, Humbolt University, Oct 2014
- *Addressing the Wicked Problem of Responsible Innovation through Design Thinking – European Business Ethics - Responsible Innovation & Innovation Ethics – Berlin, Eben June 2014*
- *How to Consider Sustainable Issues to Innovation Process Management? ” The Emergence of Responsible Innovation - Biennial Conference on Sustainable Business in Asia – Hiroshima - march 2014*
- *La vie esthétique et les enjeux du corps comme exercices spirituels contemporains : le cas R. Shusterman - ENS - fév 2014*
- *How to integrate responsible-innovation? An opportunity for reshaping your organisation by using Design Thinking.* InterTradeIreland All-Island Innovation conference, Belfast, nov. 13
- *Philosophy as Inquiry and Way of Life*, 23rd World Congress of Philosophy, Athens, Greece, aug. 2013
- *How Integrate Responsible-Innovation into Innovation Process Organisations ?* at ICOIS 1st International Conference on innovation and sustanalibility, Kuala Lumpur, Malayisa, april 14
- *What are the Issues at Stake for Responsible-Innovation in Light of Grand Societal Challenges ?*, Governance of Responsible Innovation, European Commission, Brussels, feb. 13
- *How integrate responsible innovation in ‘classic’ innovation process ?* with Daphné Carthy. Netherlands Organization for Scientific Research (NWO) The Hague, The Netherlands. The Hague, dec.12
- *Responsible innovation, the way of necessity for innovators*, Symposium, Cross-Border Innovation and Entrepreneurship, Management University, Singapore, dec.12
- *The necessity of innovation-care considering the importance of responsible-innovation and its limits*, The Eighth International Philosophy of Management Conference, St Anne's College, Oxford, United Philosophy of Management, Oxford, july 2012
- *Pratique du corps et exercices spirituels*, L’expérience corporelle, Biennale de l’AFRAPS, Nancy, France, juin 2012
- *How should innovators (and researchers ?) integrate fondamental topics in order to develop responsible-innovation for citizens ?*, Service Science conference, Informs, Beijing, juin 2012
- *The Importance of Responsible-Innovation and the Necessity of Innovation-Care*, International Workshop, The Role of Business in Society and the Pursuit of the Common Good, ESSEC Business School, Cergy, France, mars 2012
- *Positive Management as a Driver of Employee Engagement and Quality of Life in Low-cost Service Organizations ?* (co-author M. O’keeffe). International Workshop The Role of Business in Society and the Pursuit of the Common Good, ESSEC Business School, Paris, France, mars 2012

- *Innovation and Responsibility Issue : Integrating Responsibility in a Disruptive Innovation Model*, 4th International Conference on Doing Business in India opportunities and challenges in the service sector, IFIM Business School, India, jan. 2012
- *Innovation and Responsibility Issue : Integrating Responsibility in a Disruptive Innovation Model*, International Conference on India Innovation Management Strategies, Don Bosco Institute of Management Studies, India, jan. 2012
- *Corps sportif, corps gay, lieux d'exercices spirituels*, Sportifs homosexuels et homosexuels sportifs : l'homophobie en question ! Colloque International organisé par la Fédération Sportive Gaie et Lesbienne (FSGL) Universités Lyon 1 et Montpellier 1, déc. 2011
- *La philosophie comme technique de soi aujourd'hui*, Ars Industrialis, Académie de l'Ecole d'Epineuil le Fleuriel, août 2011
- *Innovation and responsibility issue: integrating responsibility in innovation model*, The 2nd International Research Symposium in Service Management, Service Imperatives in the new economy, Indonesia. (accepted without presentation), (co-author J. Egal), juil. 2011
- *Responsibility and Innovation Strategy of Public Service Faced to Deregulation Context*, The 2nd International Research Symposium in Service Management "Service Imperatives in the new economy", Indonesia. (accepted without presentation), juil. 2011
- *La responsabilité dans la prise de décision*. Colloque Parlement du Futur -Etudiant- Génération Branché : pourquoi faire ? CNAM Paris, (Co-author J.Egal). mai 2011
- *Responsible science and innovation: case studies of emerging technologies*, Chair workshop in the Franco-British on responsible innovation, from concepts to practice, mai 2011
- *Disruptive innovation model: how integrate responsibility ?* The Hague, Maatschappelijk Verantwoord Innoveren, (co-author J. Egal), avr. 2011
- *The Responsibility, Innovation and Marketing Services: Case of Public Service*. (accepted without presentation), Global Marketing Conference, Tokyo, Japon, sept. 2010
- *The Responsibility and Innovation Strategy of Public Service Industries*: eg. Postal Sector, Service Science conference, Informa, Taïwan, juil. 2010
- *The Three Main Axes to Develop a Responsible Innovation*, The Seventh International Philosophy of Management Conference, St Anne's College , Oxford, United Kingdom, juil. 2010
- *Service public et efficacité : culture de responsabilité vs. Culture de l'innovation*, Colloque Stratégies Media et Service Public, ESSEC-ISIS, Paris, juin 2010
- *Promotion et stimulation du secteur public par les médias*, Colloque Stratégies Media et Service Public, ESSEC-ISIS, Paris", mai 2010
- *La scénarisation des services et l'intelligence émotionnelle dans l'innovation*, Forum Design Innovation Service, ESSEC-ISIS, Paris, avr. 2010
- *Les Usages Innovants du Media Courrier*, Matinées du Marketing Direct, ESSEC-ISIS / La Poste, Cergy-Pontoise, fév. 2010
- *Innovation Capacity and Responsibility of Firms Operating in Regulated Markets*, Innovation Symposium , ISPIM, New-York , United States, déc. 2009
- *Responsibility and innovation in a regulated market*, Forum Strategic Marketing in Regulated Industries, ESSEC-ISIS / La Poste, nov. 2009
- *Quelles perspectives pour un marché régulé de l'énergie ?*, Strategic marketing in regulated industries, Service and innovation policies, ESSEC-ISIS, Paris La Défense, France, nov. 2009
- *Design Thinking and Phenomenology into consideration for enriching innovation in consultancy structures*, INFORMS Annual Meeting , Informa, San Diego, United States, oct. 2009
- *The impact of market liberalisation, from a user to a customer experience*, RESER Budapest, sept. 09, RESER, sept. 2009

- *Innovation and management responsibilities*, Forum Innovation & Marketing Services, ESSEC Singapour, july 2009
- *Innovation and management responsibilities*, Forum Innovation & Marketing Services, Korea University, Korea, july 2009
- *Design intentionnel, design relationnel*, Forum Design Innovation Service, ESSEC-ISIS, Paris, juin 2009
- *Vers un marketing utilitariste*, Colloque Marketing et service public, La Poste-ESSEC, Paris, France, mai 2009
- *Taking Design Thinking and Phenomenology into consideration for enriching innovation in consultancy structures*, D2B2 Tsinghua International Design Management Symposium, Beijing, China, avr. 2009
- *Deployment of innovation in the financial services industry at a time of perceived crisis, and its impact on employees, moral and motivation*, ISPIM Innovation Symposium: Managing in a Connected World, Singapore, déc. 2008
- *Vivre les exercices spirituels dans la philosophie contemporaine*, Colloque Recherche et Philosophie aujourd'hui, Université Paris X, Nanterre, nov. 2008
- *Innovative concepts in the hospitality sector*, Gastronomica trade fair, ESSEC-ISIS in partnership with EHL, Lausanne, Switzerland, nov. 2008
- *Actes esthétiques et design*, Innovation et Design Management dans le secteur de l'hospitality (oct 08), ESSEC ISIS, Paris La Défense, France, oct. 2008
- *Strategic risks and marketing strategies*, Haute Ecole de Gestion (business school), Geneva, Switzerland, sept. 2008
- *Design Thinking New Challenges for Designers, Managers and organizations*, Chair Session, DMI Institute, Paris, France, avr. 2008
- *Innovation processes in an international context*, HEC business school, Paris, France, déc. 2007

Others communications for conferences

- *Le secteur de l'industrie pharmaceutique : évoluer ou périr*. Club Santé ESSEC Alumni, juin 2015
- *La méditation philosophique, un exercice spirituel quotidien*, Convention annuelle de la Fédération Française d'Hatha Yoga, mars 2015
- *La pratique et la promotion des exercices spirituels au travail: renaissance ou récupération ?* PhiloMa, Bruxelles, dec 2014
- *Education et transhumanisme : quel rôle de l'innovation responsable dans l'enseignement du transhumain ?*, Colloque Transvision, nov. 2014
- *L'innovation responsable comme mode de vie*, GDF-SUEZ –Linkedin, septembre 2014
- *Prendre soin de soi, prendre soin des autres, l'essence des exercices spirituels*, Cercle Eranos, Ascona, septembre 2014
- *Innover pour survivre*, CAUE, juin 2014
- *La philosophie contemporaine : leçons pour le quotidien*, Festival des Auteurs Psy, mai 2014
- *De l'éducation à l'innovation : l'Apprentissage de Soi*, SCNEEL, jan. 14
- *Exercices spirituels, de l'Antiquité au contemporain: se confronter à l'ordinaire*, Collège International de Philosophie, nov. 2013
- *Les enjeux de l'innovation-responsable pour le XXIe siècle*, Montréal, juin 2013
- *Innovation-responsable: stratégie et levier de croissance pour les organisations*. 41e journée de l'ADC, Marseille, mai 2013
- *Innovation and sustainable enterprise*, 2nd Deauville Green Award Festival, avril 2013
- *L'imagination au pouvoir, pouvoir de l'imagination*, Imagination Week, ESSEC, jan. 13

- *Quels modes d'organisation et de management adopter pour concevoir de nouveaux services ?* ANVIE, Paris, nov. 2012
- *L'innovation-responsable, un enjeu local pour un effet mondial*, Colloque La Poste – Innovation responsable en Lorraine, Metz, oct. 2012
- *La philosophie antique comme manière de vivre*, Festival des Auteurs Psy, Nîmes, sept. 2012
- *What Drives Organizational Innovation*, ESSEC Knowledge, sept. 2012
- *Innovation-Responsable, les enjeux d'aujourd'hui pour notre futur*, Université Libre de Louvain, Louvain, juin 2012
- *How should innovators (and researchers?) integrate fundamental topics in order to develop responsible-innovation for citizens?* World Congress on Water Climate and Energy, Dublin, may. 2012
- *Innovation-Responsable et questions d'éthiques*, Année de l'innovation, Centrale Paris, mai 2012
- *Etonnement, Créativité et Philosophie, Imagination Week*, ESSEC, jan. 2012
- *L'innovation-Responsable, levier stratégique pour les organisations*, MEVO - MEDEF 95, mai 2012
- *La méditation Philosophique*, Colloque Zen, Paris, oct. 2011
- *Salon Nouvelles Voies, Avenir - Innovation - Emploi*, Paris, mai 2011
- *Innovation-Responsable et mobilité*, Benchmark Group, Paris, dec. 2011
- *L'Innovation-Responsable : le monde en 2031*. Cohérence, Racing Club de France, nov. 2011
- *De quoi l'innovation-responsable est-elle le nom ?* Club Assurance-Innovation-Finance, Guyancourt, oct. 2011
- *La nuit de l'entreprise numérique*, It'Night, Casino de Paris, oct. 2011
- *Creating Value through Innovation*, MidemNet, Cannes, France, jan. 2011
- *L'innovation-responsable: une question d'humanisme*, Thèmes Entreprises ESSEC, Paris, Mars. 2011
- *Philosophie du travail, philosophie au travail*, EM Normandie, oct. 2010
- *La méditation philosophique*, Festival des auteurs Psy, Nîmes, sept 2010
- *2e Congrès du mieux vivre en entreprise*, principal enjeu du XXIe siècle, Paris, déc. 2010
- *Congrès du mieux vivre en entreprise*, enjeux du XXIe siècle, Paris, nov. 2009
- *Boulot, dodo, philo*, conférence donnée à la médiathèque de Drancy, nov. 2009
- *Innovation et Tourisme : Décrypter les nouvelles tendances*, Comité Bougainville, oct. 2009
- *Exercices spirituels et Apprentissage de soi*: Festival des auteurs Psy, Nîmes, sept. 2009
- *Les ressources humaines, moteurs de l'innovation en entreprise*, Thème(s) d'entreprises ESSEC April 2009
- *Philosophie et Spiritualité*, Tenue Blanche Fermée de la Grande Loge de France, mars 2009
- *Le corps réconcilié : comment intégrer toutes les dimensions de l'imaginaire du bien-être ? Les attentes des consommateurs, entre paradoxes et nouvelles exigences*. ANVIE, Paris fev. 2008
- *Stratégies d'innovation dans les services. Le cas Club Med*. ANVIE, Paris fev. 2007
- *Conquering the family other than through marketing* – Stratégie, mars 2006

RESEARCH PROJECTS

Beside the various conferences on the above topics and issues, the institute ISIS has been in charge of many projects. You'll find examples below:

- **FAIR (Finance Assurance Innovation Responsable)**. Four French banks and one insurance company approached us with the need to develop a responsible-innovation process in order to integrate responsibility into their operations and the development of new products and services in

particular. Led in collaboration with the innovation consulting company Altran, we proceeded to develop a process to integrate responsibility at all levels of the organization and at each stage of the innovation process, based on a design-thinking method. We provided our contribution at all levels of the project while researching and applying the most relevant academic basis for developing a reliable process of implementation.

- **GHMF (Groupement Hospitalier des Mutualités Françaises).** The research partnership with the GHMF focused on the quality of healthcare services within their network and the positioning of their hospitals. The first step of the research consisted of a competitive benchmarking and an academic overview of the healthcare marketing and promotion practices. In addition to this work, the research team conducted workshops with management and the administrative and medical staff within the GHMF's network. These working sessions aimed at helping them implement innovative tools and methods to increase service quality in their institutions.
- **LCL Participative Innovation Process:** One of the largest banking groups in France is investigating ways in which to motivate and integrate its most senior executives into its innovation processes (from the ideation phase to its implementation). For nearly a year, we have been identifying the key success factors of this large-scale operation/project with 400 executives (representing approximately 3,000 collaborators). Based on the principles of participative innovation, we have conducted training programs, workshops, brainstorming sessions, etc. aimed at collecting ideas from all collaborators. We provided our contribution at all levels of the project: analysis of existing innovation process, development and delivery of training programs, setting up of the idea selection criteria and awarding of the “Trophies of Innovation”.
- **Rethinking the Business Model:** From Industrialization to Servicization. A wine specialized company has been developing and manufacturing winemaking processes, equipment and tools for close to 130 years. Despite being an internationally recognized expert in its field with an indisputable know-how and renowned product quality, it has been facing an increasingly intense global competition context. In order to reinvent its business model, we assisted the company throughout its strategy of change, consisting in switching from being an industrial firm to becoming a service firm. In this particular case, the “servicization” concept involves the commercialization of a service (ie. winemaking) based on the excellence of the firm’s core products.
- **Lecturing and consulting references:**
Adisseo, Alcatel-Lucent, Auchan, Banque Populaire, Biogaran, Busher-Vaslin, Caisse d'Epargne, Cap Gémini, CAUE, Club Innovation Finance, Ccs, Clarins, Euro-DisneyLand, France Telecom Orange, Eurovet, Gan , Gdf-Suez, Ghmf, Groupama, Impulse partners, Incdtp (Bucharest), Inéo, Institut Français du Pétrole, Lafarge, La Poste, Lcl, , Maaf, Match, MCI, Nufarm, Orpéa, So Bacco, Reed, Renault, Sodexo, Scneel, Spie, Teba (Bucharest), Vignerons Indépendants, Service innovation & Business model Generation with the author Yves Pigneur, (Singapore).

PAST PROFESSIONAL EXPERIENCES

Feb. '06 to Feb. '08

CLUB MEDITERRANEE

Worldwide Marketing Director. Reporting directly to the Board of Directors and in charge of a dozen members of staff in essentially two aspects: marketing services of Club Med Villages. Responsible for setting up and managing an Innovation Committee

Sep.'05 to Feb.'06	UNILEVER France Development Manager southern Europe. Reporting to the Marketing Director Europe for the category. In charge of the European development of two culinary categories, ready-to-cook cake and pudding mixes (Alsa) and sauces (Amora, Knorr).
Jun'00 to Aug '05	UNILEVER France Product & Brand Manager . Responsible for brand development in terms of innovations (working in collaboration with R&D, market research, brand migration, etc.).
Aug'98 to May'00	UNILEVER France Junior Category Manager for Lipton Ice Teas and Liptonic. Design and implementation of an operational marketing policy for Lipton Ice Tea
Aug'97 to Aug'98	NESTLE France – Culinary: Maggi, Buitoni, Gloria, Mt Blanc Junior Category Manager. Setting up and analysing consumer surveys with shoppers in the sauces department of super- and hypermarkets.
Sep'94 to Jul'97	NESTLE France – Culinary division: Maggi, Buitoni Regional manager. Management of supermarkets and hypermarkets for the French departments 78 and 91 (greater Paris area)

ACADEMIC BACKGROUND

International Teacher Program – HEC Paris
 Doctorate in Philosophy - Paris X-Nanterre
 Master in Philosophy Paris X-Nanterre
 Master in International Marketing I.C.D Paris (Business School I.G.S).
 BA in Philosophy Paris X-Nanterre
 BA in Marketing & Commercial. Negocia - CCIP -