

# Dorothee SIDOKPOHOU

Professor of Management Practice

Département: Marketing

ESSEC Business School

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## FORMATION

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2000 MSc Management, ESSEC Business School, France

## EXPERIENCE PROFESSIONNELLE

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### Positions académiques principales

2021 - Présent Professor of Management Practice, ESSEC Business School, France

### Autres affiliations académiques

2025 - 2026 Co-Responsable de la chaire ESSEC Beauty Chair, ESSEC Business School, France

2024 - 2026 Co-Directrice Académique du Mastère Spécialisé® Marketing Management et digital, ESSEC Business School, France

2015 - 2021 Marketing Lecturer, ESSEC Business School, France

2018 - 2021 Marketing Lecturer, Université Paris Dauphine-PSL, France

### Autres expériences professionnelles

2018 - 2020 Co-founder, The Simple Life, France

2012 - 2015 Global Brand Head, Novartis Consumer Health, Singapour

2011 - 2012 Head of Business development, Novartis Consumer Health, France

2008 - 2010 EU Regional Brand Head, Novartis Consumer Health, Suisse

2000 - 2007 Brand Manager, Danone, France

## PUBLICATIONS

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### Etudes de cas publiées

SIDOKPOHOU, D. (2025). Introducing Vegan Alternatives to the French Cheese Market: A Realistic Ambition or Culinary Sacrilege? ESSEC Business School.

## AUTRES ACTIVITES DE RECHERCHE

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### Autres activités de recherche

Depuis 2021 "Principes de Marketing", 16e edition

## ENSEIGNEMENT

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|      |   |
|------|---|
| 2022 | Refresher, ESSEC Business School, France                                  |
| 2022 | Brand Management, ESSEC Business School, France                           |
| 2022 | Socially Responsible Business, ESSEC Business School, France              |
| 2022 | Mkg Responsable / Gestion de produits, ESSEC Business School, France      |
| 2020 | International Marketing, ESSEC Business School, France                    |
| 2020 | Etudes Marketing, ESSEC Business School, France                           |
| 2020 | Sustainable marketing, ESSEC Business School, France                      |
| 2020 | Advertising, ESSEC Business School, France                                |
| 2019 | Marketing (Pre-Master), ESSEC Business School, France                     |
| 2018 | Customer Relationship Management, ESSEC Business School, France           |
| 2018 | Principles of Marketing 2, ESSEC Business School, France                  |
| 2018 | Marketing Management, ESSEC Business School, France                       |
| 2018 | Imagination Week, ESSEC Business School, France                           |
| 2018 | Internat Mkg / Mkg Strategy, Université Paris Dauphine-PSL, France        |
| 2018 | Market Research, Université Paris-Est Marne-la-Vallée (UPEM), France      |
| 2017 | Innovation in a Service Economy, ESSEC Business School, Singapour         |
| 2016 | PhD candidate - ABANDONED after 2 years, Singapore Management University, |
| 2015 | International Marketing, ESSEC Business School, Singapour                 |
| 2015 | Principles of Marketing 2, ESSEC Business School, Singapour               |
| 2015 | Corporate Social Responsibility, ESSEC Business School, Singapour         |

## SERVICE

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Depuis 2019 Jury entretiens BBA et Grande école, ESSEC Business School, France