Dorothée SIDOKPOHOU

Professor of Management Practice
Département: Marketing
ESSEC Business School
3 avenue Bernard Hirsch
95021 Cergy-Pontoise
France

Email: dorothee.sidokpohou@essec.edu

FORMATION

2000 MSc Management, ESSEC Business School, France

EXPERIENCE PROFESSIONNELLE

Positions académiques principales

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

Autres affiliations académiques

2025 - 2030 Co-Responsable de la chaire ESSEC Beauty Chair, ESSEC Business School, France

2024 - 2027 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

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

Autres activités de recherche

Depuis 2021 "Principes de Marketing", 16e edition

ENSEIGNEMENT

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

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