Remy GERIN

Adjunct Professor
Department: Marketing
ESSEC Business School
3 avenue Bernard Hirsch
95021 Cergy-Pontoise
France

Email: rgerin@mediaperf.com

EDUCATION

1984 MSc ESSEC, ESSEC Business School, France

EMPLOYMENT

Full-time academic positions

2017 - Present Adjunct Professor, ESSEC Business School, France

Other affiliations and appointments

2010 - 2026 Directeur Exécutif de la Chaire Grande Consommation, ESSEC Business School, France

Other professional experiences

2020 - Present Président chez Fidme, Fidme, France

2018 - Present Président "Shopper Marketing & Cies", Shopper Factory, France

1985 - Present Président chez Mediaperformances, Mediaperformances, France