

# Remy GERIN

Adjunct Professor

Department: Marketing

ESSEC Business School

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France

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## EDUCATION

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1984 MSc ESSEC, ESSEC Business School, France

## EMPLOYMENT

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### Full-time academic positions

2017 - Present Adjunct Professor, ESSEC Business School, France

### Other affiliations and appointments

2010 - Present 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