Dorothée SIDOKPOHOU

Professor of Management Practice
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ESSEC Business School
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EDUCATION

2000 Master of Science in Management, ESSEC Business School, France

EMPLOYMENT

Full-time academic positions

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

Other affiliations and appointments

2025 - 2030 Co-holder of the ESSEC Beauty Chair, ESSEC Business School, France

2024 - 2027 Academic co-director of the Mastère Spécialisé® Marketing Management and Digital, ESSEC Business School, France

2015 - 2021 Marketing Lecturer, ESSEC Business School, France

2018 - 2021 Other, Paris-Dauphine, PSL University, France

Other professional experiences

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

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

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

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

2000 - 2007 Brand Manager, Danone, France

PUBLICATIONS

Published Cases

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

OTHER RESEARCH ACTIVITIES

Other research activities

Since 2021	"Principes de Marketing", 16e edition

TEACHING EXPERIENCE

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	, 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

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