

# Dorothee SIDOKPOHOU

Professor of Management Practice

Department: Marketing

ESSEC Business School

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France

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## EDUCATION

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

## EMPLOYMENT

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### Full-time academic positions

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

### Other affiliations and appointments

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

## OTHER RESEARCH ACTIVITIES

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### Other research activities

Since 2021      "Principes de Marketing", 16e edition

## TEACHING EXPERIENCE

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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

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| 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

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