

# Dorothee SIDOKPOHOU

Professor of Management Practice

Department: Marketing

ESSEC Business School

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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

2025 - 2026 Co-holder of the ESSEC Beauty Chair, ESSEC Business School, France

2024 - 2026 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

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### 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

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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

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