

# Hubert FAUCHER

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Country of origin: France

## EDUCATION

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| 1994 | Ph.D. in Agricultural Economics, Cornell University, United States of America                                     |
| 1986 | Mastère in Agri-food Economics and Management, Institut de Gestion Internationale Agro-alimentaire (IGIA), France |
| 1985 | Engineer in Agriculture Diploma, Ecole Supérieure d'Agriculture de Purpan (ESAP), France                          |

## EMPLOYMENT

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### Full-time academic positions

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| 2010 - Present | Teaching Professor, ESSEC Business School, France  |
| 1999 - 2010    | Associate Teaching Professor, ESSEC Business School, France  |
| 1996 - 1999    | Assistant Teaching Professor, ESSEC Business School, France  |
| 1993 - 1996    | Teaching, studies and Consulting, Institut de Gestion Internationale Agro-alimentaire (IGIA), France |

### Other affiliations and appointments

- |             |  |
|-------------|--|
| 2003 - 2010 | Customized in-company programs (Academic Director / Account Manager), ESSEC Business School, France            |
| 2001 - 2003 | Executive MBA (Academic Director), ESSEC Business School, France   |
| 2000 - 2002 | MBA in International Agri-Food Management (Academic Director), ESSEC Business School, France                   |
| 1996 - 2000 | Track Director of the Specialized Mastère in International Purchases Management, ESSEC Business School, France |

### Other professional experiences

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| 1986 - 1989 | Sales Area Manager, CLEXTRAL S.A., France |
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## GRANTS AND HONORS

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### Awards and Honors

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| 1994 | Award of Merit for an outstanding Ph. D. thesis in the Graduate Field of Agricultural Economics  |
| 1984 | Award from the French Agriculture Academy and the Foundation Xavier Bernard for his end-of-studies dissertation "Les agriculteurs et leurs espaces boisés - Etude de |

motivation et propositions de développement.", Académie d'Agriculture de France, France

1984 Medal from the Union Générale des Ingénieurs de la Région Midi-Pyrénées (Top of the Class, Ecole Supérieur d'Agriculture de Purpan, Toulouse), Union Générale des Ingénieurs de la Région Midi-Pyrénées

### Grants

2003 Fellowship, International Agri-Food Business Management Association, for outstanding and sustained contribution to the success of the organization and leadership in the food and agribusiness industry., International Agri-Food Business Management Association

1990 Fellowship. Georges Lurcy Charitable and Educational Trust, Georges Lurcy Charitable and Educational Trust

## PUBLICATIONS

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### Journal Articles

FAUCHER, H. (2013). Key vs. Strategic Account: A Strategic Orientation Issue. *Velocity*, 15(2), pp. 25-29.

FAUCHER, H. (2009). Business-to-Business Interaction: Lessons from a Case-based In-class Simulation. *Asian Journal of Management Cases*, 6(2), pp. 77-92.

FAUCHER, H. (1993). The Value of Property Rights : Incentives, Institutions and Credible Enforcement. *Economie et Gestion Agro-Alimentaire*, (27), pp. 16-26.

FAUCHER, H. (1990). La "distance culturelle", élément de stratégie pour l'exportation d'une technologie. Le cas d'un bien d'équipement en agro-alimentaire. *Economie et Gestion Agro-Alimentaire*, (15), pp. 5-16.

FAUCHER, H. (1984). Les agriculteurs et leurs espaces boisés - Etude de motivation et propositions de développement. *Purpan*, (133), pp. 245-292.

### Books and book editor

FAUCHER, H. (2015). *Key Account Manager, Vendeur ou Chef d'Orchestre ?* Editions KAWA, 401 pages.

### Book chapters

FAUCHER, H. (2008). B-to-B Market Segmentation: Two Simple Tools to Improve Returns From Growing Agrifood Markets. In: *Challenges and Perspectives for the European Food Market*. 1st ed. Warsaw University of Life Sciences Press, pp. 95-106.

### Conferences

FAUCHER, H. and KUPECEK, I. (2016). De la relation Client à l'expérience Client - Enjeux et perspectives pour les acteurs du BtoB. In: 2016 Stratégie, Organisation, Management, Outils.

FAUCHER, H. (2013). EasyPower – Key Account Planning. In: SAMA 2013 Pan-European Conference.

### Working Papers

FAUCHER, H. (1998). *The Value of Dependency in Plant Breeding: A Game Theoretic Analysis*. ESSEC Business School.

FAUCHER, H. and DE LORGERIL, N. (1996). *France Maïs - les conséquences pour un groupe national de la réorganisation de son partenaire international*.

FAUCHER, H., BENT, M.J.M., COURBOIN, V., GARCIA, A.M. and BUCKWELL, A.E. (1994). *Bovine Somatotropin (bST) - The French Perspective*.

### Published Cases

FAUCHER, H. and FABRE, M.N. (2017). Olymp'IA Flavors, Segmentation de marché B-to-B, arômes alimentaires - Gestion de portefeuille client et micro-segmentation - Partie B (Version française). ESSEC Business School.

FAUCHER, H. and FABRE, M.N. (2017). Olymp'IA Flavors, Segmentation de marché B-to-B, arômes alimentaires. Partie A - Cibler pour croître. ESSEC Business School.

FAUCHER, H. (2016). Complex B2B Customer-Supplier Negotiation - DAIR'ING Fruit Prep's vs. DELISSIA Biscuits. ESSEC Business School.

FAUCHER, H. (2016). Ehona Printing: Developing customer portfolios on the Mid-Market segment. ESSEC Business School.

FAUCHER, H. (2016). Dair'ing Fruit Prep's vs. Delissia Biscuits : négociation client-fournisseur complexe en BtoB. ESSEC Business School.

FAUCHER, H. (2015). Ehona Printing : développer le portefeuille client sur le segment Mid-Market. ESSEC Business School.

FAUCHER, H. (2012). Key account planning at Easypower. ESSEC Business School.

FAUCHER, H. (2009). Pallas and the feez feed enzyme- crafting BtoB marketing strategy. ESSEC Business School.

FAUCHER, H. (2009). Pallas and the feez feed enzyme- crafting BtoB marketing strategy. ESSEC Business School.

FAUCHER, H. (2008). Toutatis Sunflower Seeds: farm input distribution strategy. ESSEC Business School.

FAUCHER, H. (2008). Toutatis Sunflower Seeds: farm input distribution strategy. ESSEC Business School.

FAUCHER, H. and FABRE, M. (2006). Olymp'ia flavors, b to b market segmentation: part A. ESSEC Business School.

FAUCHER, H. and FABRE, M. (2006). Olymp'ia flavors, b to b market segmentation: part B. ESSEC Business School.

FAUCHER, H. and FABRE, M. (2006). Olymp'ia flavors, b to b market segmentation: part a. ESSEC Business School.

FAUCHER, H. and FABRE, M. (2006). Olymp'ia flavors, b to b market segmentation: part b. ESSEC Business School.

FAUCHER, H. and DOULLE, B. (2005). Buffer Biac acidifiers: competitive product positioning. ESSEC Business School.

FAUCHER, H. and DOULLE, B. (2005). Buffer Biac Acidifiers: Competitive Product Positioning. ESSEC Business School.

## Press

FAUCHER, H. 2013. *L'œil de l'expert*. June.

FAUCHER, H. (2016). Key Account Management : Etes-vous sûrs de privilégier vos meilleurs clients ? *Sale & Marketing Insiders*.

## OTHER RESEARCH ACTIVITIES

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### Editorial Board Membership

2000 - 2001 International Food and Agribusiness Management Review

### Organisation of a conference

2009 2009 - Best Practice Forums, SAMA, ESSEC Executive Management, La Défense: "The Incredible Value of Strategic Account Management in a Transforming Economy" (Jan. 19, 2009); "Maximizing Strategic Accounts for the New Economy" (Dec. 7, 2009)., France

2006 2006 - "Produits Alimentaires Intermédiaires - Les facteurs clés de succès dans les pays de l'Est." Conference In-Food 2006 organized and hosted by H. Faucher, with the interventions of: Antoine Baule, Managing Director, Central Europe Area, Groupe Lesaffre, and Gérard lochu, Sales Director, Europe, Ingredia. CNIT - La Défense, 15 march., France

2005 2005 - "Marchés des Produits Alimentaires Intermédiaires dans les pays de l'Est - concurrence et opportunités dans le B to B." Conference In-Food 2005 organized and hosted by H. Faucher, with the interventions of: Francis Declerck, Professor at ESSEC, Christophe Bal, Purchasing Director and B2B sales, and Nicolas Valentin, Sales Director, Lesaffre Normandie. CNIT - La Défense, 23 march, France

1998 1998 - Experiences in Agri-Food Chains - Commodities. Session 7C of IAMA Congress in Punta des Este. Participants: William Kirl, Senior Vice-President, DuPont Aricultural Enterprise, U.S.A.; Howard Hall, Director, Pinnacle Management, Australia., Australia

### Affiliations

2008 - 2010 Member of SAMA (Strategic Account Management Asociation)

## PROFESSIONAL ACTIVITIES

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### Consulting

1996 Structure mondiale de l'industrie semencière et analyse des plus grands groupes mondiaux, pour une coopérative semencière française.

1994 Analyse avantages-coûts de la déshydratation de fourrages en Europe, pour la CIDE (Commission Intesynd. des Déshydrateurs Européens).

1990 Etude préliminaire des opportunités de développement de la production et de la transformation des algues en Charente Maritime, pour la SEMDAC (Société d'Economie Mixte de Développement Agricole en Charente), Rochefort, Charentes, France.

1985 Analyse des coûts de production et optimisation de l'âge de vente des taureaux reproducteurs. Pour Granada Ltd, société de recherche et de service en transferts d'embryons. Bryan-College Station, Texas, USA.

### Other professional activities

- 1995 1995 - TACIS program (Technical Assistance for CIS Countries) to train managers on market economics in Western Siberia. Tyumen, Siberia. (budget : 400 000 FF), Russia
- 1995 1995 - One-week professional program for American students. Programme associated to the fifth IAMA congress. One week, 12 participants. IGIA, Cergy-Pontoise., France
- 1995 1995 - Fifth worldwide congress, IAMA - International Agri-business Management Association (Budget : 120 000 USD)

### SERVICE

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- 2002 - 2004 Executive MBA (Admission Committee Chair), ESSEC Business School, France
- 1996 - 2010 Mastères Spécialisés (Thesis Committee Chair)