Jean-François GUINVARC'H

Lecturer

Academy: Digitalization

Campus: Paris

Email: jean-francois.guinvarch@skema.edu

Education

2022	Master en Marketing Management & Digital, ESSEC Business School, France

Experience

Other academic affiliations and appointments

Since 2022	Program Director MS Marketing Data et Commerce Electronique, SKEMA Business School, France

Other professional experiences

2020 - 2022	Head of Digital Health (Medical & Patient), Pierre Fabre Group, France
2018 - 2020	Global Chief Digital Officer, A-Derma, Pierre Fabre Group, France
2017 - 2018	Managing Director of Business Unit | Sales, Marketing, Customer Service, Groupe Laboratoire Rivadis, France
2015 - 2017	Rivadis Group | Director of Marketing / Digital 360 & Customer Experience (POS + E-Commerce), Groupe Laboratoire Rivadis, France
2009 - 2014	Dir. Marketing / Digital / Social Médias / E-commerce / Communication | Nestlé Nutrition/Jenny Craig, Nestlé, France
2009	Territory Marketing Manager | General Business - Ile de France, IBM, France
2006 - 2008	Directeur Marketing Marque | IBM Express, IBM, France