Frédéric BOSSARD

Senior Lecturer

Academy: Globalization

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Education

2023	Chapter Leader PMI, Project Management Institute - France Chapter, France
1995	Master en Sociologie Communication, Université Côte d'Azur, France
2025	Sustainable Development and CSR Training Course, SKEMA Business School, France

Experience

Full-time academic positions

Since 2019	Senior Lecturer, SKEMA Business School, France

Other academic affiliations and appointments

Since 2023	Scientific Director : Master of Science: Digital Marketing and Artificial Intelligence, SKEMA Business School, France
Since 2021	Scientific Director : Master of Science: Digital Business and Artificial Intelligence, SKEMA Business School, France
Since 2019	Scientific Director : Master of Science in Digital Marketing, SKEMA Business School, France
2020 - 2021	Scientific Director : Master of Science: Business Consulting and Digital Transformation, SKEMA Business School, France

Other professional experiences

2000 - 2025	President, Agence Wacan, France
2005 - 2007	Consulting Management of group, Aix-Marseille Université, France
1997 - 2006	Coaching, Regional Council - PACA Region, France
1997 - 2003	New technologies and E-Learning trainer, Greta Antipolis, France

Publications

Conference presentations

BOSSARD, F. (2013). E tourism and mobil application. In: Salon du e-tourisme. St Raphael.

BOSSARD, F. (2012). Mobil application. In: Salon des maires. Paris.

BOSSARD, F. (2008). Buzz marketing. In: Lions Club. Nice.

BOSSARD, F. (2008). Project Management and Web Site. In: Lions Club. Nice.

Press and social media

WEINBERG, M. and BOSSARD, F. (2024). Intelligence artificielle : les pros du marketing n'ont pas peur d'être grand-remplacés. SKEMA ThinkForward, France.

BOSSARD, F. and REN, X. (2021). Comment populariser le commerce social en France. SKEMA ThinkForward, France.

Professional Activities

Other professional activities

Since 2023	Administrator and VP in charge of Partnerships in PMI france
Since 2022	Member of the Board of Directors of UPE 06, Digital Advisor to the Chairman, France
Since 2022	Expert at the Europia Institute, France
Since 2020	Digital Expert Smart Deal 06
2021 - 2023	CoPresident French Tech Côte d'Azur, France
2019 - 2022	President Telecom Valley
2013	Union national des "agences conseil en communication"