Peter SPIER

Associate Professor

Academy: Globalization

Campus: Sophia Antipolis

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Education

1994	Master in European MBA in International Business, ESCP Business School, France
1990	D.Phil. - Modern Languages and Literature (French/Spanish), Exeter College, Oxford University, Great Britain
1978	B.A. Joint Honours French/German, Exeter College, Oxford University, Great Britain

Experience

Full-time academic positions

Since 2003	Associate Professor, SKEMA Business School, France
1999 - 2002	Professor, NEGOCIA Business School, France

Other academic affiliations and appointments

Since 2009	Director of MSc programme in International Marketing & Business Development, SKEMA Business School, France
2012 - 2013	Lecturer, ESA Business School (Ecole Supérieure des Affaires), Lebanon
2009 - 2013	Academic Director of Masters Programmes, SKEMA Business School
2003 - 2009	Director of MSc programme, CERAM Business School, France
2004 - 2005	Associate Dean, CERAM Business School, France
2002 - 2003	Director of Nice centre/Director of International Relations, IPAG Business School, France
2002 - 2003	Visiting Professor, ESCP Business School, Russia
1999 - 2002	Course leader, NEGOCIA Business School, France
1991 - 1993	Lecturer, University of the West of England, Great Britain

Other professional experiences

Since 2013	Coaching, Aéroport de Nice, France
Since 2006	Coaching, Coup de Pousse, France
2012	Coaching, Leroy Merlin, Romania
2010 - 2011	Coaching, Air Liquide, Lebanon
2003 - 2011	Coaching, Chalhoub Group, Lebanon
2010	Coaching, Hotel Beds, Poland
1994 - 1999	International Sales & Marketing Director, Magnum Photos

Other professional experiences

1988 - 1991 Managing Director, ASPECT language travel, France

1983 - 1988 PR and training officer, EF Language Travel, Paris, EF Language Travel, France

Publications

Keynote speaker

SUAREZ, M., COSTE-MANIÈRE, I., SPIER, P., LE TROQUER, F. and GUEZGUEZ, H. (2023). Implementation of sustainability as a core value of the Fashion Industry. In: Role of sustainable development goals in business / Jaipuria Institute of Management. Indirapuram, Ghaziabad.

Conference presentations

COSTE-MANIÈRE, I., SPIER, P. and EL GUERRAB, H. (2020). Playing with fire might burn your brand. In: Global Leadership Research Conference 2020. Noida / Delhi.

PELLIER, M., SPIER, P. and COSTE-MANIÈRE, I. (2015). Wine Industries in France, India, China: A comparative Analysis. In: International Conference on advances in management and techonology in a global world ICAMT-15. Noida.

Press and social media

SPIER, P. (2020). Quels sont les bénéfices d'une pédagogie orientée "learn-by-rising-to-the-challenge"? L'exemple d'un sales challenge. Sophia Antipolis: SKEMA ThinkForward, France.