

## Claude CHAILAN

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## ACADEMIC POSITIONS

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- Since 09/2013**            **Professor of Marketing & Strategy**, EM Strasbourg Business School  
Director of the International Executive MBA  
Regional Coordinator for Europe and Africa
- 09/2007 – 08/2013**      **Professor of Marketing**, International University of Monaco, Monaco  
Director of the Executive MBA program (from July 2010)  
Director of the MBA program (until July 2010)
- 09/2000 - 07/2007**      **Associate Professor of Marketing**, Skema Business School, Nice, France  
Director of the Master in Marketing
- 09/1999 - 09/2000**      **Adjunct Professor of Marketing**, CERAM Sophia-Antipolis, France

## PROFESSIONAL EXPERIENCE

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- 1996 -1999      **CEO**, L'OREAL – Professional Products Division, Bogotá, Colombia and Caracas, Venezuela
- 1991 -1996      **COO**, L'OREAL – Fast Moving Consumers Goods Division, Caracas, Venezuela
- 1990 - 1991      **Chief Marketing Officer**, L'OREAL – Fast Moving Consumers Goods Division, Ciudad de Mexico, Mexico
- 1989              **Brand Manager**, DANONE, Kronenbourg brand
- 1988              **Brand Manager**, SARA LEE, Aspro and Rennie brands
- 1985 - 1987      **Product Manager**, LaSCAD, Narta and Mennen brands

## EDUCATION

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### ***Accreditation to supervise doctoral research (2013)***

“Marketing as a realization of a strategic intent”, University of Nice, France  
Supervisor: Pr A. Boyer

### ***PhD in Management (2005), With Honours***

Dissertation: “*Brand portfolio, a strategic meta-dimension of branding*”  
University of Nice, France

### ***Master in Management Sciences (1984)***

Ecole Supérieure des Sciences Economiques et Commerciales / ESSEC Graduate School of Management, Paris, France

### ***Graduate degree in Political Sciences (1981)***

Institut d'Etudes Politiques, Aix-en-Provence, France

## LANGUAGES

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French, native  
Spanish, bilingual  
English, fluent, usual working language

## MOST RECENT PUBLICATIONS

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### *Refereed Journals*

- **2018**, “Art as a means to recreate Luxury brands' rarity and value”, *Journal of Business Research*, 85, 414-423
- **2015**, “Branding from Emerging Countries: How to compete internationally?”, *Critical Perspectives on International Business*, 11 (1), 54-71
- **2013**, “Creating Shared Value on a Global Scale: Possibilities for the United Nations’ Engagement”, *Journal of Competitiveness and Strategy*, January, vol. 3, 2-15, with M. Rixen and I. Böbel
- **2013**, “The influence of key capabilities on brand portfolio-based competitive advantage”, *International Journal of Trade and Global Markets*, 6 (2), 182-201
- **2011**, “Improving Global Competitiveness with Branding Strategy. Cases of Chinese and Emerging Countries’ Firms”, *Journal of Technology Management in China*, 6 (1), 84-96
- **2010**, “From an Aggregate to a Brands Network: A study of the Brand Portfolio at L’Oréal”, *Journal of Marketing Management*, 26 (1), 74-89
- **2009**, “Brand Architecture and Brand Portfolio: A Clarification” *Euromed Journal of Business*, 4 (2), 173-184
- **2008**, “Strategic Megabrand Management: does global uncertainty affect brands? A post-9/11 US/non-US comparison of the 100 biggest brands”, *Journal of Product and Brand Management*, 17 (7), 436-452, with G. Suder and D. Suder
- **2008**, “Brand Portfolio and Competitive Advantage: An Empirical Study”, *Journal of Product and Brand Management*, 17 (4), 254-264

### *Chapters in Book*

- **2018**, “*The Making of the Zou Chuqu Strategy at the Brand Level*”, in J. Agarwal and T. Wu, *Editors*, *Emerging Issues in Global Marketing: A Shifting Paradigm*, Springer. With Regalado, O. and Mazé, D.
- **2014**, “*Preserving luxury exclusivity through arts*”, with Valek, I. in: S. Reinecke, B. Berghaus and G. Müller-Stewens *Editors*, *The Management of Luxury*, Kogan Page, London, ISBN 978 0 7494 7166 8
- **2011**, “*Emerging Countries’ Firms’ Branding Strategy*”, in: M. Marinov, Editor, “*Internationalization of Emerging Economies and Firms*”, Palgrave MacMillan, with F. Ille, ISBN 978 0 2303 4833
- **2006**, “*Brand portfolio: a new marketing competency for diminishing strategic risks*”, with L.P. Calderon-Moncloa in: G. Suder editor, “*Corporate strategies under international terrorism and adversity*”, E. Elgar Pub., ISBN 978 1 84542 241 7

### Case studies

- 2019, “Repetto dances with success”, forthcoming
- 2017, “Havana Club: Cuban Ron Guerilla”, CCMP 1907M03
- 2012, “S.T. Dupont: Back to Brand”, ECCH reference 512-051-1
- 2011, “Club Med: Is the Phoenix Rising from the Ashes?”, ECCH reference 511-060-1
- 2010, “Al Marsa Fisheries; Sustainability put into practice”, ECCH reference 310-200-1

### ACADEMIC ACTIVITIES

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#### Professional Contributions

Member of the *Faculty of Assessors* of the Association of MBAs, AMBA  
Country Director, Euromed Research Business Institute – EMRBI  
Member of the Editorial Board of Marketing & Management

#### Specialisms and research interests

**The links between marketing and strategy**, particularly:  
Business Models  
International Brand Management and Brand portfolios issues  
Arts and Marketing

**International Business** including issues such as:  
Marketing in and from emerging countries  
Globalisation and intercultural management

#### Courses taught, past three years

All courses taught in English, in French and in Spanish indiscriminately

	<b>Under graduate</b>	<b>Masters</b>	<b>MBA/ ExecMBA</b>	<b>DBA</b>
Strategy			√	√
Business Models: The New Frontier of Strategy		√	√	√
Strategic Brand Management	√	√		
Luxury Brands Strategy	√	√	√	
International Marketing: Doing Business in High Income Countries and Low-Income Countries	√	√		
Dynamic Pricing and Revenue Management	√	√	√	

### REFEREES

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Dr Mark Esposito

Director of the Center for Competitiveness, Grenoble Ecole de Management, (France)

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Pr Dr Ingo Böbel

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Dr Otto Regalado Pezua

ESAN (Lima)

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