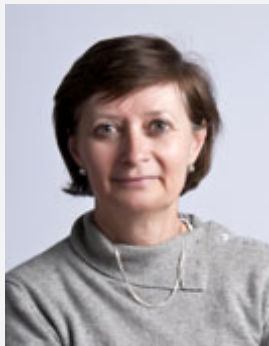


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Education

Diplôme ESSEC.
Maîtrise de Sciences Economiques.

Other Activities

✉ Scientific Activities

Conference Presentations

A new product launch case "Cas Olives" and two sales promotion strategy cases "Croisières Costa" and "Travelstore," 1995-96.

Three sales promotion strategy cases "Aigle", "Société Française de Factoring" and "Olida," 1994-95.

✉ Professional Experience

Product Manager with international food company "Douwe Egberts" (European subsidiary of Sara Lee Group) in charge of marketing strategy for "La maison du Café," France's second largest selling coffee brand, 1978-84.)

Head of the Marketing Department at the Graduate Management School in Reims ("Groupe ESC Reims"), 1987-91.

Lecturer in Marketing: ESC Reims, EAP, ISC, ESLSCA.