

## **Sonia LORENZANI**

Adjunct Professor in Marketing & Communications, IAE, UNS

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### **Teaching & Professional Experience**

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Since 2000, a regular external contributor to the IAE Nice in creating courses dedicated to e-Business / e-Commerce issues, e- & m-Marketing strategies, and international business communications issues.

An overall experience of 22 years in corporate communications and marketing strategies in private entities and institutional bodies, in French and international environments.

Latest position as Director for Networks and Partnerships at the inward investment agency for the French Riviera. As such, in charge of fostering the Côte d'Azur's strategy aiming at facilitating the expansion of territorial networks and technological partnership opportunities.

She also served over a period of 10 years as Communications Director and as such was responsible for the Côte d'Azur's economic promotion and communication, including the external communication strategy for the Sophia Antipolis Science Park.

### **Education**

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Currently in her final year as PhD student in Management Sciences – specialisation in Strategic Marketing.

Research Laboratory 'Groupe de Recherche en Management' (GRM, EA 4711),  
Ecole Doctorale Droit, Economie, Sciences Politiques, Gestion,  
Institut d'Administration des Entreprises - IAE Nice,  
Nice Sophia Antipolis University

Master of Science (MSc) in Business Administration (CAAE) – (1995)

Institut d'Administration des Entreprises - IAE Nice  
Nice-Sophia Antipolis University.

Bachelor of Arts in Communications / Public Relations (1986)

ISERP Institute, Levallois-Perret

Master (MS) in Applied Foreign Languages – English & German - (1985)

Nice-Sophia Antipolis University