

## Philippe Chereau

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Nationality: French  
Born, 11 March 1966

### Education

2012: Doctorate in Management Science - Aix-Marseille Université, France  
2012: PhD in Management Science – SKEMA Business School, France  
2009: Master in Research – SKEMA Business School, France  
1989: Master in Management Science - EDHEC Business School, France

### Academic appointments

2017-Present: Director, SKEMA Ventures – Sophia Antipolis (F)  
2011-Present: SKEMA Business School. Associate Professor in Strategy and Entrepreneurship  
2011-17: Scientific Director, MSc. Entrepreneurship & Innovation – Sophia Antipolis (F), Suzhou (CHN)  
2014-15: Scientific Director, MSc. International Business – Sophia Antipolis (F), Suzhou (CHN), Raleigh (USA)  
2017-Present: Advisor of the academic commission of the doctoral spring school in transferable skills, department of pharmacy, University of Naples Federico II (I)  
2012-Present: Scientific advisor for innovation and entrepreneurship – Xi'an Jiaotong University Suzhou research institute (CHN)  
Advanced strategy course coordinator (M2/MSc)  
Manager of Sophia Antipolis campus incubator  
Since 2013: Lecturer at Mines ParisTech (F)  
Since 2012: Lecturer at IAE Aix, Aix-Marseille University (F)  
Since 2003: Lecturer at SKEMA Business School (F)

### Courses taught

#### *SKEMA Business School*

Advanced strategy  
New venture and business plan  
Strategic management of innovation  
Executive consulting  
Negotiation skills  
Entrepreneurship and innovation

#### *IAE Aix-en-Provence*

Strategic management of innovation  
Strategic consulting for internationalization of SMEs

#### *Mines ParisTech*

Entrepreneurship and innovation

## **Other professional experience**

Since 2012: Manager of SKEMA Incubator, Sophia Antipolis campus (F).

Responsibilities: Coordination of the team in charge of screening, selecting and coaching entrepreneurial projects of students and alumni.

2004-11: Director, Business Development and Innovation, French Riviera Chamber of Commerce

Responsibilities: Executive consulting and economic development support.

Department of Executive education

Regional Agency for Strategic and Technological Information (ARIST)

Department of entrepreneurship and acquisitions

Department of executive consulting and innovation

Department of international development

Departments of Industry & High Technology, Tourism, Professional Yachting

2001-04: Senior Manager, KPMG Consulting - Marseille

Responsibilities: Manager of the division for Strategy, Marketing & Business Development consulting for southern France (PACA, Languedoc-Roussillon).

Business development of key accounts

Recruitment and training of a team of 15 consultants

Management and production of key projects

2000-01: Director, Healthcare Division, LPG Systems, Sophia Antipolis

Responsibilities: Director, Business Development

Marketing, sales, communication and distribution for the healthcare division

Distribution of devices in 70 countries via subsidiaries in the USA, Benelux and 42 distributors

1997-2000: Partner and Executive Director, Sales and Marketing, ProTest Clinical Services, Paris

Responsibilities: Co-foundation and marketing of the first network of wholly-owned clinical research sites in Europe

1993-97: Partner and Executive Director, Business Development, FDM Pharma, Sophia Antipolis, Frankfurt

Responsibilities: Business development of Central Laboratory services, Data Management, and pharmaceutical consultancy

1990-93: Market Manager, DOW Chemical, Paris, Zürich

Responsibilities: Management of the sales force. Setting-up of European distribution networks for specialty thermoplastics

## **Intellectual contributions**

### ***Research publications***

Ammar O., Chereau, P., (2018). Business model innovation from the strategic posture perspective: An exploration in manufacturing SMEs, *European Business Review*, Vol. 30, iss:1.

Chereau P., Meschi P.X., (2017). *Strategic Consulting: Tools and Methods for Successful Strategy Missions*. PALGRAVE.

Chereau P., Meschi P.X., (2014). *Le Conseil Stratégique pour l'Entreprise*. PEARSON. Textbook Certified by the College of Certification of the FNEGE. Certified in 2016 by SYNTEC and Société Française de Management among *Best books in management science*.

Chereau, P., Hoffman, J., Soscia, I., (2015). The Masstige Paradox in China: a Business Model Innovation Opportunity for Independent Luxury Companies? *Global Fashion Management Conference at Florence Proceedings* (June 2015), 264-269.

Chereau P., (2014). Strategic Management of Innovation in Manufacturing SMEs: Exploring the Predictive Validity of Strategy-Innovation Relationship, *International Journal of Innovation Management*, Vol. 19 (1).

Chereau P., (2012). Strategic posture and innovation behavior in SMES: The impact of industry and firm contingencies on type and relationship, *Management of Innovation and Entrepreneurship*, Tsinghua University Press (8), 1~35

Chereau P., (2012). *Strategic Posture, Innovation, and Performance in SMEs: Types, Fit and Contingencies: Three essays based on the case of French manufacturing SMEs*, Doctoral research, Aix-Marseille University, SKEMA Business School.

Chereau P., (2010). *Strategic Posture and Innovation: Practices and Impacts on the Performance of European SMEs of the MED Region*. Report to the European Commission, WIDE, Med Program.

### **Works in progress**

Chereau, P., Meschi P.X., *The performance implication of the strategy-business model fit: Does it pay off to stick to the model?*

Chereau, P., Coste, I., Ammar, O., *Bespoke disruptive business models: From the merchants of the temple to the guardians of the temple in luxury and fashion.*

### **Conferences**

Conference paper: *The performance implication of the strategy-business model fit: Does it pay off to stick to the model?* 2016 International Academic Conference in China Management - Suzhou, China.

*Strategic management of innovation: Does it pay off to stick to the model?* 2015, Tongji University – Shanghai, China.

Conference paper: *The Masstige Paradox in China: a Business Model Innovation Opportunity for Independent Luxury Companies?* Paper presented at the 2015 Global Fashion Management Conference - Florence, Italy.

*Updated lean canvas and entrepreneurship*, 2015, Tecnologico de Monterrey – Guadalajara, Mexico.

Conference paper: *Strategic posture and business model innovation: An exploration of predictive relationships in manufacturing SMEs*. Paper presented at the 2014 Annual Conference of the Strategic Management Society – Madrid, Spain.

Conference paper: *Strategic posture and business model innovation: An exploration of predictive relationships in manufacturing SMEs*. Paper presented at the 2014 Annual Conference of the British Academy of Management – Belfast, Northern Ireland.

Conference paper: *Strategic Management of Innovation in SMEs: Exploring the Predictive Validity of Strategy-Innovation Relationships*. Paper presented at the 2013 Annual Conference of the Academy of Innovation and Entrepreneurship – Oxford, England.

Conference paper: *Strategic posture and innovation behavior in SMES: The impact of industry and firm contingencies on type and relationship*. Paper presented at the 2012 Annual Conference of the Academy of Innovation and Entrepreneurship – Macau, China.

Conference paper: *Strategic Posture and Innovation in SMEs: A Contingency Perspective*. Paper presented at the 2010 international symposium of the International Society for Professional Innovation Management – Quebec City, Quebec.

### **Articles published in proceedings of scholarly meetings**

*The Masstige Paradox in China: a Business Model Innovation Opportunity for Independent Luxury Companies?* Global Fashion Management Conference, 2015, Florence, Italy.

*Strategic posture and business model innovation: An exploration of predictive relationships in manufacturing SMEs*. Strategic Management Society, 2014, Madrid, Spain.

*Strategic posture and business model innovation: An exploration of predictive relationships in manufacturing SMEs*. British Academy of Management, 2014, Belfast, Northern Ireland.

*Strategic Management of Innovation in SMEs: Exploring the Predictive Validity of Strategy-Innovation Relationships*. Academy of Innovation and Entrepreneurship, 2013, Oxford, England.

*Strategic posture and innovation behavior in SMES: The impact of industry and firm contingencies on type and relationship*. Academy of Innovation and Entrepreneurship, 2012, Macau, China.

*Strategic Posture and Innovation in SMEs: A Contingency Perspective*. 3<sup>rd</sup> ISPIM Innovation Symposium, 2010, Quebec City, Quebec.

### ***Reviewing activities***

*Management International, International Journal of Innovation Management*

### **Contribution to practice**

#### ***Case studies***

*A Terroir Olive Oil Mill Against Agri-Food Multinationals*. Franck Brulhart, Philippe Chereau, and Pierre-Xavier Meschi, *Ivey*, 2016. This case is referenced by *Harvard Business Publishing*, 2017.

*ARECO: A Full Steam Ahead*. Philippe Chereau and Bruno Cirillo, *The Case Centre*, Cranfield University, 2015

*Strategy and Value Creation of the European Luxury Firms*. Philippe Chereau and Pierre-Xavier Meschi, *Centrale des Cas et des Média Pédagogiques*, 2011.

#### ***Massive Open Online Course***

*The Roadmap to the Entrepreneurial Mindset and Toolkit*. Michel Bernasconi, Philippe Chereau, Christophe Sempels and Dominique Vian. UDEMY, 2015

#### ***European Union programs***

Health-2-Market – EU program on entrepreneurship in Life Sciences. Program manager

ERMIS – Interreg IVC program – Governance of local Innovation Systems. Program manager.

WIDE – EU Med program - Management of innovation in SMEs. Innovation expert.

#### ***Professional reports and studies***

Inno2market, 2011 – Collective program on the marketing of innovation. Program designer

Valor'Innov, 2009 – Collective program on the valorisation of innovation. Program designer

StratCo, 2005-2008 – Six collective programs on Business Development in SMEs. Program designer

#### ***Executive teaching, lecturing, consultancy***

Strategic management, entrepreneurship, innovation management, international business, negotiation skills, change management.

Executive strategic consulting with innovative multinationals, SMEs and start-ups

### **Awards**

Second Prize of Excellence of the 2016 International Academic Conference in China Management, Suzhou, China, for the paper *The performance implication of the strategy-business model fit: Does it pay off to stick to the model?*

2015 EFMD Case Writing award in the “Euro-Mediterranean Managerial Practices and Issues” category with the case study *A Terroir Olive Oil Mill Against Agri-Food Multinationals*. Franck Brulhart, Philippe Chereau, and Pierre-Xavier Meschi, *Ivey*, 2016

### **Languages**

French: Native

English: fluently read, written and spoken.

German: good practice