



Frédéric MERCIER

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ASSOCIATE PROFESSOR

DEPARTMENT: WINE & SPIRITS

CIVS MASTER PROGRAM DIRECTOR

DISCIPLINARY TEAM: WINE & SPIRIT BUSINESS (WS)

EDUCATION AND DEGREES

- 1987 Diplôme de l'Ecole Supérieure de Gestion option marketing
- 1988 D.E.S.S. MARKETING IGR-IAE Rennes, France

WORK EXPERIENCE

PROFESSIONAL EXPERIENCE

- 2012 - ...
- 2004 - 2011 (Le Comptoir de Gaspard, Le Bout du Monde)
- 2001 - 2003 (L.V.M.H. – CHAMPAGNE VEUVE CLICQUOT)
- 1998 - 2001 (L.V.M.H. – CHAMPAGNE POMMERY)
- 1997 - 1998
- 1992 - 1997 (L.V.M.H. – CHAMPAGNE MOET & CHANDON)
- 1994 Area Manager Europe (L.V.M.H. – CHAMPAGNE MOET & CHANDON)
- 1990 - 1992 (Groupe KRITER BRUT DE BRUT / PATRIARCHE)
- 1989 - 1990 (HENKEL DETERGENTS)

CONSULTING ACTIVITIES

- 2012 - ... (écoles de commerce/ centres de formation)

INVOLVEMENT IN PROFESSIONAL ASSOCIATIONS

- 2012 - ... (Business Angels Bourgogne)

OTHERS ACTIVITIES

- 2017 - ... Director of the MS CIVS (Burgundy School of Business)

TEACHING

DISCIPLINARY TEAM

- Wine & Spirit Business (WS)

SCIENTIFIC ACTIVITIES

INTELLECTUAL CONTRIBUTIONS