



## Stéphanie SIRE

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**ASSOCIATE PROFESSOR**  
**DEPARTMENT: MARKETING MANAGEMENT**

**DISCIPLINARY TEAM: MARKETING**

## EDUCATION AND DEGREES

- 1995 BACCALAUREAT ES (ECONOMIC ET SOCIAL) , France
- 1999 LICENCE DE DROIT PRIVE , France
- 2002 MASTER GRANDE ECOLE , France

## WORK EXPERIENCE

### PROFESSIONAL EXPERIENCE

- 2016 - 2017 COMMUNICATION MANAGER (TEB)
- 2014 - 2016 COMMUNICATION MANAGER (BSB ALUMNI)
- 2009 - 2014 SENIOR CONSULTANT (DIGITAL CONCEPT)
- 2007 - 2009 SENIOR CONSULTANT (CARAT - DENTSU AEGIS)
- 2004 - 2007 SENIOR CONSULTANT (UNIVERSAL McCANN)
- 2003 - 2004 JUNIOR CONSULTANT (MEDIACOM)
- 2017 - ... PROFESSOR (Burgundy School of Business)
- 2014 - 2017 STAND-IN TEACHER (Burgundy School of Business)

### OTHERS ACTIVITIES

- 2017 - ... Events Concentration Track Coordinator (Burgundy School of Business, France)
- 2017 - ... Tutor (Burgundy School of Business, Dijon, France)
- 2017 - ... Tutor (Burgundy School of Business, Dijon, France)

## TEACHING

### DISCIPLINARY TEAM

- Marketing

## **TEACHING LANGUAGES**

- French

## **SCIENTIFIC ACTIVITIES**

## **INTELLECTUAL CONTRIBUTIONS**