



## **Catherine RAVIX**

Associate Professor in Marketing

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Catherine RAVIX has been at the ESC Chambery Business School for 9 years. She has been Head of the Marketing and Sales Department for 7 years. Her teaching and research interests are Marketing Management, Market Survey and Research, Services Marketing, Well Being Marketing, Market Orientation. She also worked on Territorial Marketing topics for 6 years. She regularly teaches modules focusing on these topics at graduate and executive levels. She is preparing a PHD on the outsourcing of marketing functions.

### **EDUCATION**

2009	<p>Preparing a PHD</p> <p>Pierre Mendes France University – Grenoble (France)</p> <p>Laboratory : CERAG</p> <p>Research Director : Alain JOLIBERT</p> <p>Subject : The outsourcing of marketing functions</p>
1996	<p>Master Research – Jean Moulin University – Lyon (France)</p>
1990	<p>Specialized Master(M.S.) in Management of Service Companies – EM Lyon Business School (France)</p>
1988	<p>Master's in Management – Nancy Higher Business School (ICN) - Nancy University (France)</p>

**PROFESSIONAL EXPERIENCE IN TEACHING AND RESEARCH**

<b>2000 – present</b>	Professor at ESC Chambéry
<b>2000 - 2007</b>	Head of Sales and Marketing Department
<b>1999 - 2000</b>	<b>Part-time lecturing</b> at Grenoble Business School, Management Science Doctoral School, Grenoble University
<b>1996 - 1998</b>	<b>Free lance teaching activity</b> - Jakarta (Indonesia) : <ul style="list-style-type: none"> <li>• Writing case studies for INSEAD Euro Asia Center</li> <li>• Teaching at the Esmod School .</li> </ul>
<b>1990-1996</b>	<b>Researcher (Responsible for research and teaching) at EM Lyon Business School (France). Research project on territorial marketing</b>
<b>1991-1993</b>	<b>Research assistant – IMD –Lausanne (Switzerland)</b>
<b>1988-1990</b>	<b>Independent Consultant</b> in Jakarta (Indonesia) : Undertaking market and development studies

*Course taught*

- 2000 – Present

Master's Degree : Marketing Management

*Services Marketing*

*Market Survey*

Well Being Marketing

History of marketing

- 1994-1996

Master's Degree Territorial Marketing

## CONSULTING EXPERIENCE

2007-2009 : Consultancy on well being marketing.

Thermes Aix Les Bains, Thermes La Léchère. Ski resort Pralognan la Vanoise

## PUBLICATIONS

### DEA dissertation

Subject : *Processus et facteurs d'évolution d'une offre d'implantation : Le cas du site de Gerland*

Research Director : Paul MILLIER, Research Director at l'Institut de Recherche de l'Entreprise, EM Lyon Business School

### IRE (Institut de Recherche de l'Entreprise) – EM Lyon Business School

Field of Research : Territorial Marketing

Objectives : Developing marketing concepts dedicated to the economic development of territories.

Organisations and companies involved in the research project : Economic development structures of the main large French cities (Lyon, Nantes, Lille, Marseille, Bordeaux), Dow Elanco, IBM, Haägen Dazs.

### Working Papers

- Analyse marketing des technopoles et première approche des « produits de ville »(91)
- Analyse exploratoire des processus de décision d'implantation (92)
- Définition et structuration de l'offre d'implantation
- Positionnement des produits de ville, analyse exploratoire et étude quantitative (93-95)
- Stratégie de communication économique de la ville de St Nazaire (94)

## RESEARCH INTERESTS

The outsourcing of marketing functions

Market Orientation

Strategic Marketing

## PROFESSIONAL ASSOCIATIONS

Member of the Association Française du Marketing

## TEACHING MATERIALS / AUTHORED CASES

- INSEAD
  - Case « Maybelline Indonesia » / with Helmut Schutte
  - Case « Lyonnaise des Eaux Jakarta » / with Philippe Lasserre

- EM Lyon Business School
  - Case “Dow Elanco”

## **OTHER PERSONAL INFORMATION**

Languages spoken, written and read : English, German