

# CURRICULUM VITAE

**TBC**

**Marcel Saucet**

Ph.D. , Professor, University of Sandiego



## Professional Experiences

- 2010 – Present : Research Associate and Visiting Professor, University of San Diego
  - Research focus: Digital and offline Innovation; Artificial intelligence in Business; brand psychoanalysis; street marketing™ and Guerilla Marketing; Courses Taught in graduate programs
  - MBA: Trademark and brand strategy (clinical class), IP and Business, Patent and innovation Research collaboration: scientific papers published (see the end of the document)
  - Courses Taught in undergraduate and graduate programs in France and abroad: Street marketing™, digital marketing, marketing communication, luxury goods marketing, New Product Development and Sales, European and international marketing, experiential marketing.
  - Average grade from the Students : 4.7/5
  - Programs created: Doctorate of business administration, E learning programs, courses and clinical classes created and taught
- 2004 – Present : Lecturer or Guest Lecturer
  - Harvard business school (also case study writer), University of Southern California, University of California Berkeley (guest lecture); ESSEC business school Paris, Chamber of Commerce of Paris, EDHEC business school, University of Nice-Sophia Antipolis, University of Aix Marseille; IHET of Tunis; University of London; Sup de Co Dakar (Senegal); HEC Liège (Belgium), BIMtech Institute (India), University of Johannesburg
  - Courses Taught: Guerrilla marketing, Street marketing™, Innovation and Sales Management, B to B Marketing, Strategic Marketing, business development, New Product Development and Sales, Innovation (in IP and marketing)
  - Academic director of a DBA program, creator and co-designer of 4 master degrees, MBA courses and clinical classes created and taught in USC, ESGCI, USD

### Industry Positions

- Since 2002 : Senior Partner and founder, LCA group, France, [www.lca-group.net](http://www.lca-group.net)
- 2007 – Present : 15 internal and external Consultants; 5 offices in Paris, Nice, Dubai, San Diego, Shanghai
  - Manage a team and consult clients through 5 business units (learning, consulting, advertising agency, certification, Nestor artificial intelligence) in all areas of sales problems and innovative solutions, Street marketing™, innovation and marketing, creativity, brand analysis, media and ecommunication Gross sales between > 1 and > 10 million of Dollars Clients since 2007: Intel, Nestlé, Lancôme, Tumi, Chalhoub group, Merck, Lanvin, Deezer, Azzaro, Thierry Mugler, Clarins, Porsche Design, Swarovsky, Armani, Guerlain, Areva, Chamber of Commerce of Paris, Microsoft, Lancaster, MAIF, Feelunique.com, Hayari, MBA ESG, Credit agricole, Cetelem, BNP Paribas ...Results: turnover increased (3% to 25 %). Strong ROI.
- 2002 – 2006 : Marketing, La Cosmétologie Appliquée (SME Cosmetic company sold in 2007 ; less than 10 employees)
  - Devised sales incentives program for France, Canada, Monaco, Brazil and Belgium
  - Managed external sales team of 17 people
  - Managed introduction of new products for international cosmetics laboratory
  - Created and managed distribution of cosmetic lines (Biosiris, Vitalithé, Bakea). Increase of the turnover: 24% in two years
  - Customer relationship management and line conception in Europe and Southeast Asia

### Research

- Research Interests
  - Artificial intelligence, brand psychoanalysis, Street Marketing™, Marketing Innovation, Guerilla marketing, brand marketing affiliation at the USD  
<http://www.sandiego.edu/law/faculty/profiles/bio.php?ID=1003>
- Research in Progress, submitted and/or reviewed
  - Instant networking : how people and brands generate a collective experience? With S. Biraghi, R. Gambetti, R. Kosinets, Journal of Consumer Research
  - Collective Unconscious in marketing teams, with Dr Tomasella; Journal of Brand Management, submitted.



- Scientific Published Articles or case studies
  - The effectiveness of Guerrilla Marketing in the street : a qualitative exploration of street marketing, with Therese Roux, University of Johannesburg, Journal of Internet and International advertising, paper accepted, June 2019
  - Street marketing et application, with B. Cova, Les cahiers européens de l'imaginaire, CNRS, édition spéciale sur la rue, Mars 2016
  - Le Street Marketing version Michel et Augustin ou comment conquérir l'Amérique ? with Michel Barabel (IRG/UPE), Olivier Meier (IRG/UPE), L'expansion management review, 20-25 mars 2016
  - Street marketing a luxury brand : Taryn Rose DRESR, with L. Goldberg and C. Sniveley, Harvard Case study, November 2014  
<http://www.hbs.edu/faculty/Pages/profile.aspx?facId=505685>
  - The Secret Lives of Unconventional Campaigns: Street Marketing on the Fringe, with B. Cova, Journal of Marketing Communications, special issue on ambient/street marketing), 2014  
<http://library.knimbus.com/library/issn/1352-7266/journal/Journal%20Of%20Marketing%20>
  - Communications Le street marketing : une pratique non réglementaire ?, with B. Cova Décisions Marketing, January 2014  
<http://www.editions-ems.fr/revues/decisionsmarketing/articlerevue/1101-le-street-marketing,forc%C3%A9menttransgressif.html>
  - Marketing non convenzionali, notizie e futuro della ricerca, with B. Cova, Micro & Macro Marketing, 2014  
<http://www.rivisteweb.it/doi/10.1431/76503>
  
- Books & Chapters in Books
  - Artificial intelligence, a new Stealth manipulation, Pearson HK education, submitted in June 2019
  - La marque chez le psy, with S. Tomasella, Breal Edition, Septembre 2017
  - Street Marketing™, the future of Guerrilla Marketing and Buzz, ABC CLIO Edition, December 2015  
<http://www.abc-clio.com/ABCCLIOCorporate/PrintProduct.aspx?pc=A4787C>
  - Won the 2015 USA Best Book Award in the category "Business: Marketing & Advertising" Street Marketing™, objets connectés, Diateino 2<sup>nd</sup> Edition, October 2014  
[http://www.amazon.fr/Street-Marketing-objets-connect-ville/dp/2354561806/ref=dp\\_ob\\_title\\_bk](http://www.amazon.fr/Street-Marketing-objets-connect-ville/dp/2354561806/ref=dp_ob_title_bk)
  - Street Marketing™, Diateino Edition, October 2013  
<http://www.amazon.fr/Street-marketing-Marcel-Saucet/dp/2354560826>
  - Collective book with Luiz Moutinho, Enrique Bigne, Ajay

K Manrai, Chapter “Unconventional Marketing: from Guerrilla to Consumer Made,” with Bernard Cova, in Routledge Companion on The Future of Marketing, Routledge, September 2013

<http://www.bokus.com/bok/9780415625920/the-routledge-companion-to-the-future-of-marketing/> Innovator, innover face à la crise, La tour des vents, 2009

- Academic Conference Proceedings
  - Instant networking: when relationships are collapsing, With Kozinets, R. V.; Biraghi, Silvia; Gambetti, Rossella Chiara; 9th ICR (Interpretive Consumer Research) Workshop, Stockholm, Sweden, 2017-04-26
  - La Marque Consommée, Consumption Research, Institute of Business of Caen, March 2006
  - Le Diamant : Une Veille Stratégique Sensorielle, Strategic and Scientist Technology, Toulouse, October 2004
- Industry Presentations selection
  - Street marketing and Artificial intelligence, Alibaba Hangzhou China, May 2019
  - Artificial intelligence and education, UNITED NATIONS, 17<sup>th</sup> of May 2017
  - Guerilla marketing and artificial intelligence, Dubai chamber, 2<sup>nd</sup> of May 2017
  - Street marketing, advertising and client path, Dentsu ltd, Brussel, 19<sup>th</sup> of April 2016
  - Street marketing, luxury and cosmetic, ISG and moda institute of Paris, 25<sup>th</sup> of January 2016
  - Street marketing and tourism, Journées touristiques de Pau, november 2015
  - Street marketing : a concept, Harvard business school, November 2014
  - Street marketing to promote climate change, UNITED NATIONS, 31<sup>st</sup> of May, 2014
  - Guerilla marketing and sustainable development, WCPUN, UNITED NATIONS, 30<sup>th</sup> of May 2012
  - Street marketing, Clarins Fragrance groupe, executives and CEO, January 2011
  - L’Innovation dans le Marketing du Luxe, University of Kaslik, Beirut, Lebanon, May 2009
  - Innover sur les Marchés Saturés Tunisiens, Institute of Business, Tunis, Tunisia, April 2008
  - Innover sur les Produits Monasens et Mastodia, Merck, Monaco, October 2007
  - Vers un Marketing Alternatif et Micro Innovant, Theramex Pharmaceuticals, Monaco, April 2007



### **Educational Background**

- 2003 – 2007 : Marketing Management, with Honors, University of Nice, Sophia Antipolis
  - Dissertation, Marketing Innovation for Increasing Sales in Cosmetics industry
- 2003 : Master, Management and Marketing Research, with Honors, University of Nice, Sophia Antipolis
- 2001 : B.A, Economics and Business, with Honors, University of Nice, Sophia Antipolis