



MARKETING

Laurence Caseneuve

Lecturer in Product Management

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Biography

Laurence CASENEUVE has 18 years professional experience mostly in Parisian department store management. She has worked in roles as both a Product Manager and a Department Manager in leading luxury goods companies such as Le Bon Marché and La Samaritaine. She shares her expertise with young generations by teaching her legitimate scopes of practice.

Education

1987: Diploma of Management in Fashion and Luxury. IFM - INSTITUT FRANÇAIS DE LA MODE, Paris

1987: Parsons School of Design, New York

1986: Master's degree in Finance, ESLSA, Paris

Teaching Areas

Luxury Brand Marketing, International Luxury Markets, Marketing Strategy, Operational Marketing, Customer Relationship Management, Market Studies

Research Areas

Luxury Brand Marketing, Marketing Strategy, Operational Marketing, Retail Marketing

Professional experiences

1991 – 2004: Head of Department - LVMH Group – Le Bon Marché - La Samaritaine

Buying Manager – Product Manager, Paris

1988 – 2001: Department Manager. B.H.V

1987 – 1988: Product Manager – Phillipe Diffusion - Montreuil
