



MARKETING

Jessica Verheyde

Lecturer of Marketing and Communication

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Biography

Jessica Verheyde has been teaching at IPAG Business School since 2005 and is an academic tutor for the 'Programme Grande Ecole' 5th year; she is also a business trainer and a certified coach. Her main topics are Communication, Marketing and Management. Trained in (English-German) foreign languages at the university of Grenoble and in international marketing at the Institut d'Etudes Politiques of Paris (International Marketing), she worked 15 years within international large companies in executive positions in Marketing departments and Communication.

Education

2014: Trainer. Process Communication ®

2009: Coach. Process Communication ®

2006 – 2007: Coach Certification. Transformance, Paris School of Vincent Lenhardt

1994 – 1995: Industrial Marketing and Sales Program. Business School, Lyon

1986 – 1989: International Relations. School of Political Sciences, Paris

1982 – 1986: BA in English and Germany. University of Grenoble

Teaching Areas

Communication, Marketing, Management

Research Areas

Professional experiences

Since 2017: Responsible for “Programme Master Grande Ecole”, Talent Development. IPAG Business School

2016-2017: Academic Tutor for “Programme Master Grande Ecole – 1st year”. IPAG Business School

2004-2019: JV Conseil, Nogent sur Marne – Owner, Consultant and Trainer

2002-2004: Communication Expert. SVF, Paris

1995-1998: International Communication Manager. Gerflor, Lyon

1992 – 1994: European Product Manager. Lexmark, Paris
