



MARKETING

Virginie Thevenin

Assistant Professor in Marketing

Contact

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Biography

Virginie THEVENIN is a permanent professor of marketing at IPAG and the head of the Master in Marketing and Digital Communication. She has extensive professional experience, having spent over 15 years in key marketing positions. She notably served as Marketing Director at Réminiscence, Brand Manager, and Category Manager at Pepsico before launching her own consulting company.

Passionate about knowledge sharing, she has taught marketing in several prestigious business schools and universities, including EDHEC, Aix-Marseille University, and INSEEC. Her research focuses on consumer behavior, branding, sustainability, and luxury.

In 2020, she earned a PhD in Marketing, examining the influence of ecological messaging on brand perception.

Education

2020: PhD in Management Sciences, Marketing Specialization, Aix-Marseille University

2016: MASTER Research (Management), IAE Nice

2000: MASTER Marketing and Communication ESCP Europe Business School

Teaching Areas

- Consumer Behavior
 - Strategic Marketing
 - Marketing Mix
 - Omnichannel Distribution
 - Brand Content and Social Media
 - Market Research
 - Luxury
 - Luxury: Innovation, Sustainable Development, and Quality
 - Luxury Brand Environment
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Research Areas

- Consumer Behavior
 - Branding
 - Sustainability
 - Digital Marketing
 - Luxury
 - Brand Value
 - Food Consumption Behavior
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Professional experiences

Since 2016 – BLUE CONSEIL – Independent Consultant

Providing strategic and operational marketing consulting to companies such as Naval Group, Dyzaio, Théâtre de Grasse, among others. Conducting market research, marketing strategy development, training, and hands-on implementation.

2008-2015 – REMINISCENCE – Marketing Director (Jewelry & Fragrance)

Led marketing strategy across France, Italy, and international markets. Managed budgets, developed sales tools, and implemented a CRM plan (+20% customer base). Oversaw brand identity, merchandising, and retail concept development. Responsible for marketing activities in Sephora, Nocibé, and Printemps, including negotiations, trade marketing, and promotional campaigns.

2004-2007 – PEPSICO France – Category Manager (Beverages, Juices & Savory Products)

Defined category strategies and strategic plans for Auchan, Carrefour, Leclerc, and Géant. Developed merchandising strategies and led commercial team training. Negotiated central agreements on merchandising, assortment, and trade marketing.

2001-2004 – PEPSICO France – Brand Group Manager for LAYS

Managed brand budgets and executed marketing plans, including media, PR, and promotions. Led product development (packaging, pricing, and launches) in collaboration with internal and external stakeholders.

1999-2000 – HENKEL France – Product Manager

Handled promotional budget and repositioned the Mini Mir product range.

1998 – LANCEL Paris – Junior Product Manager (Leather Goods)

Selected publications

- Thevenin V. & de Barnier V. (2022), Luxury Brand and Ecological Brand: Congruence or Dissonance? A Comparative Semiotic Approach to Consumption Value, Management & Avenir, N°129, June. DOI: 10.3917/mav.129.0057.
 - Canonge-Dumas D., Thevenin V., & de Barnier V., Luxury e-shoppers' motivations: from 'need for status' to 'need for cognition', Question(s) de Management (forthcoming, Issue 53).
 - Mondher S., de Barnier V., & Thevenin T. (2024), Towards Regenerative Sustainable Tourism: Residents' Perception of Tourism in French Polynesia, IRMBAM, 13th International Research Meeting, Nice, France, July 4-5.
 - Mase S., McDonald J., & Thevenin V. (2024), Taste of Tomorrow: Unraveling Gen Z's Evolving Food Preferences in Post-COVID France, IRMBAM, 13th International Research Meeting, Nice, France, July 4-5.
 - Mase S. & Thevenin V. (2023), From Veganuary to Veganism: A Comprehensive Analysis of the Evolution from Stigma to Lifestyle Phenomenon, IRMBAM, 12th International Research Meeting, Nice, France, July 5-7.
 - Thevenin V., Muller D., Messelmani S., & de Barnier V. (2021), Confined Luxury and Resilience of "Affluent" Consumers in the Face of the COVID-19 Crisis: A Semiotic Analysis, AUS-Chalhoub Symposium on Luxury Marketing & Branding, November (online).
 - Thevenin V. & de Barnier V. (2021), A Semiotic Analysis of Luxury Brand and Sustainability: An Impossible Love?, European Marketing Association (EMAC), Madrid, Spain, May 19-21.
 - Thevenin V. & de Barnier V. (2019), Does the Ecological Attribute Enhance Brand Perceived Value?, ADERSE Conference, Aix-en-Provence, March 28-29.
 - Thevenin V. & de Barnier V. (2018), Does the Ecological Attribute Sell?, Grand Est Marketing Research Day, Mons, Belgium, March 23.
 - Thevenin V. & de Barnier V. (2018), The Ecological Signal Effect on Brand Equity Perception, International Marketing Trends Conference, Paris, France, January 19.
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