



MARKETING

## Sylvain DELMAS

Assistant Professor in Marketing

## Contact

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## Biography

After 25 years as an executive in large companies, mainly in the field of socio-economic, strategic and marketing studies, I decided to reorient myself towards teaching and research. The desire to pass on and deepen certain topics that I was confronted with in my professional life led me to change. First of all, teaching has always been present in my career. As soon as I finished my studies, while working at the Centre National des Caisses d'Epargne, I taught linear algebra to students in the bachelor's degree of economic sciences at the University of Paris 1 Panthéon Sorbonne as a tutor. In addition, throughout my years in business, I took great pleasure in training employees in the methods and practices of market research. Finally, the collaboration with academics from the IAE of Paris Sorbonne business school that I initiated as part of my duties as head of customer insights at PSA led me to take an interest in research. All these elements played a major role in my decision to reorient my professional life.

My research interests include brand management, particularly for employees (internal branding). At the intersection of three management science disciplines, marketing, human resources and organisational research, this field of research corresponds well to my desire to cross the boundaries between each discipline.

I am now an assistant professor at IPAG Business School and actively participate in the research seminars organised by the marketing department. Furthermore, I am a member of the Thematic Interest Group "Marketing and Human Resources" of the French Marketing Association (AFM) and a member of the Chair of Brands and Values of the IAE Paris - Sorbonne Business School.

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## Education

- 2022: PhD University Paris 1 Panthéon Sorbonne, France
- “The ambivalent relationship of employees to the brand: manifestations and consequences on the attitude towards the brand”, under the supervision of Pr. Géraldine Michel and Associate Pr. Fabienne Berger-Remy. Jury: Catherine Viot and Sébastien Soulez (rapporteurs), Nathalie Fleck (jury president), Clotilde Coron and Olivier Herrbach
- 2019: Master's degree in Organisational studies and theories (research), obtained with honours, University Paris 1 Panthéon Sorbonne
- 1989: DEA Macroeconomics and business cycles, University Paris 1 Panthéon Sorbonne
- 1988: Maîtrise Econometrics
- 1986: DEUG Applied mathematics and social sciences

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## Teaching Areas

- Market research
- Marketing Mix
- Consumer behaviour
- Customer Relationship Management
- Project management

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## Research Areas

- Brand management
- Internal branding
- Organizational theories applied to marketing

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## Professional experiences

- Assistant professor at IPAG Business School from september 2022.
  - Temporary teacher at IAE (Institute of Business Administration) Paris – Sorbonne Business School, Neoma Business School and IPAG Business School since 2019
  - Head of customer insights/market research at Stellantis Group (ex PSA) – Automotive sector (2013–2019). Direct management of 8 people specialised in qualitative and quantitative surveys. In charge of conducting operational and prospective analyses to enlighten several Directions within the group and the Executive Committee on different topics (new products and services, brand positioning and image, competitive intelligence and analyses...). Participating in different working groups concerning the company's strategy.
  - New mobility project manager for Peugeot Brand (2011–2012). Development of new car sharing offers mainly for B2B market, including in particular fleet management and software applications. Elaboration of the business model of these offers. These projects were developed with different partners such as car leasing companies and startups specialised in new mobility offers. Search for large companies interested in these new offers with the support of Peugeot's international key account managers. Implementation of these solutions into Peugeot's fleet management offers.
  - Responsible for customer quality surveys worldwide at PSA group (2000-2007). Carrying out qualitative and quantitative studies on the quality of the cars of the PSA group and its competitors as perceived by the customers. Management of 2 research fellows.
  - Senior researcher (consumer behaviour, new products and services...) at Centre national des Caisses d'Epargne – (French saving banks head office) (1992-2000).
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## Selected publications

- Delmas, S., & Berger-Remy, F. (2022). Une taxonomie de l'inconfort ressenti par les collaborateurs lorsque le vécu de travail contredit l'imaginaire de marque. *Revue management et avenir*, (5), 107-128.
  - Berger-Remy, F., Delmas, S., & de Villartay, S. (2020). Entre désenchantement et pragmatisme, les stratégies des collaborateurs face aux incohérences entre la marque et le vécu de travail. *Décision Marketing*, 99(3), 37-59.
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