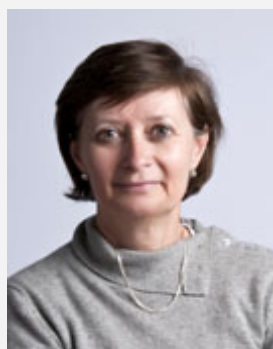


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Formation

Diplôme ESSEC.
Maîtrise de Sciences Economiques.

Projets en cours

Participation au concours du meilleur cas de commerce international organisé par la FNEGE et la Centrale des Cas avec l'étude de cas "Fromex Allemagne".

Participation in the best case in international commerce contest by the FNEGE and the Centrale des Cas with the Fromex Germany case.

Autres activités

✉ Activités scientifiques

Communications présentées à des conférences

A new product launch case "Cas Olives" and two sales promotion strategy cases "Croisières Costa" and "Travelstore," 1995-96.

Three sales promotion strategy cases "Aigle", "Société Française de Factoring" and "Olida," 1994-95.

✉ Expérience professionnelle

Product Manager with international food company "Douwe Egberts" (European subsidiary of Sara Lee Group) in charge of marketing strategy for "La maison du Café," France's second largest selling coffee brand, 1978-84.)

Head of the Marketing Department at the Graduate Management School in Reims ("Groupe ESC Reims"), 1987-91.

Lecturer in Marketing: ESC Reims, EAP, ISC, ESLSCA.