

Frédéric BOSSARD

Senior Lecturer

Academy: Digitalization

Campus: Sophia Antipolis

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Teaching interests

Data, Digital Marketing, Digital Transformation, Entrepreneurship, Project management, Start-up

Education

1983 Master en Sociologie Communication, Université Côte d'Azur, France

Experience

Full-time academic positions

Since 2019 Senior Lecturer, SKEMA Business School, France

Other academic affiliations and appointments

Since 2023 Scientific Director : Master of Science: Digital Marketing and Artificial Intelligence, SKEMA Business School, France

Since 2021 Scientific Director : Master of Science: Digital Business and Artificial Intelligence, SKEMA Business School, France

Since 2019 Scientific Director : Master of Science in Digital Marketing, SKEMA Business School, France

2020 - 2021 Scientific Director : Master of Science: Business Consulting and Digital Transformation, SKEMA Business School, France

Other professional experiences

Since 2000 Président, Agence Wacan, France

2005 - 2007 Consulting Management of group, Aix-Marseille Université, France

2002 - 2006 Consulting in Web marketing, CERAM Business School, France

1997 - 2006 Coaching, Regional Council of PACA-CESI, France

1997 - 2003 Consultant TIC and E-Learning, Greta Antipolis, France

Publications

Conference presentations

BOSSARD, F. (2013). E tourism and mobil application. In: Salon du e-tourisme. St Raphael.

BOSSARD, F. (2012). Mobil application. In: Salon des maires. Paris.

BOSSARD, F. (2008). Buzz marketing. In: Lions Club. Nice.

BOSSARD, F. (2008). Project Management and Web Site. In: Lions Club. Nice.

Press and social media

WEINBERG, M. and BOSSARD, F. (2024). Intelligence artificielle : les pros du marketing n'ont pas peur d'être grand-remplacés. SKEMA ThinkForward, France.

BOSSARD, F. and REN, X. (2021). Comment populariser le commerce social en France. SKEMA ThinkForward, France.

Professional Activities

Other professional activities

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| Since 2023 | Administrator and VP in charge of Partnerships in PMI france |
| Since 2022 | Expert at the Europa Institute, France |
| Since 2022 | Member of the Board of Directors of UPE 06, Digital Advisor to the Chairman, France |
| Since 2020 | Digital Expert Smart Deal 06 |
| 2021 - 2023 | CoPresident French Tech Côte d'Azur, France |
| 2019 - 2022 | President Telecom Valley |
| 2013 | Union national des "agences conseil en communication" |