

# Katrina PANCHOUT

Senior Lecturer

Academy: Globalization

Campus: Lille

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## Teaching interests

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International Branding Strategy, International marketing communications, Luxury Goods Branding and Positioning strategy, Storytelling as a positioning and communications strategy

## Education

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| 2007 | Advanced Master, Business administration, Marketing, ESC Lille, France |
| 1984 | Licence, University of London, Great Britain                           |
| 1986 | , Management, The Chartered Institute of Marketing, Great Britain      |

## Experience

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### Full-time academic positions

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| Since 1998 | Associate Professor, SKEMA Business School, France |
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### Other academic affiliations and appointments

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| Since 2021  | Deputy Programme Director - MBA/International Triple Degree, SKEMA Business School, France |
| Since 2014  | Academic Manager PGE M2, SKEMA Business School, France                                     |
| Since 2014  | Academic Track Choice Manager, SKEMA Business School, France                               |
| Since 2013  | Deputy Director PGE Lille Campus, SKEMA Business School, France                            |
| 2011 - 2013 | Academic Manager M1/M2 Lille Campus, SKEMA Business School, SKEMA Business School, France  |
| 2010 - 2012 | Correspondant for Director of Marketing Faculty Department, SKEMA Business School, France  |
| 2005 - 2012 | Programme Director, SKEMA Business School, France  |

### Other professional experiences

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| 1992 - 1997 | International Communications Manager, International Head Office, Lacoste, France                            |
| 1990 - 1992 | Communications Manager, Habitat Group, Great Britain  |
| 1988 - 1990 | Public Relations & Events Manager; B2C, Retail and Marketing Communications, Weber Shandwick, Great Britain |

## Publications

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### Peer-reviewed journal articles

ROLLET, M., HOFFMANN, J., COSTE-MANIÈRE, I. and PANCHOUT, K. (2013). The concept of creative collaboration applied to the fashion industry. *Journal of Global Fashion Marketing*, 4(1), pp. 57-66.

### **Book chapters**

COSTE-MANIÈRE, I., PANCHOUT, K. and MOLAS, J. (2012). The Evolution of the Luxury Market: Stairway to Heaven? In: Hoffmann, J., Coste-Manière, I. eds. *Luxury Strategy in Action*. 1st ed. Londres: Palgrave Macmillan, pp. 5-21.

## **Professional Activities**

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### **Other professional activities**

Since 2021      International British Chamber of Commerce