

Katrina PANCHOUT
Chargé d'enseignement senior

Académie : Globalisation

Campus : Lille

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Domaines d'enseignement

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

Formation

2007	Mastère spécialisé, Sciences de Gestion, Marketing, ESC Lille, France
1984	Licence, University of London, Royaume Uni
1986	Management, The Chartered Institute of Marketing, Royaume Uni

Expérience Professionnelle

Positions académiques principales

Depuis 1998	Associate Professor, SKEMA Business School, France
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Autres affiliations académiques

Depuis 2021	Responsable de programme Triple Master, SKEMA Business School, France
Depuis 2014	Responsable Académique PGE M2, SKEMA Business School, France
Depuis 2014	Responsable des Choix de Parcours PGE, SKEMA Business School, France
Depuis 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

Autres expériences professionnelles

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

Publications

Articles académiques revus

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

Chapitres d'ouvrage

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

Activités Professionnelles

Autres activités professionnelles

Depuis 2021 International British Chamber of Commerce