

**Peter SPIER**  
Associate Professor

Academy: Globalization

Campus: Sophia Antipolis

Email: peter.spier@skema.edu

## Education

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1994	Master in European MBA in International Business, ESCP Business School, France
1990	D.Phil. - Modern Languages and Literature (French/Spanish), Exeter College, Oxford University, Great Britain
1978	B.A. Joint Honours French/German, Exeter College, Oxford University, Great Britain

## Experience

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### **Full-time academic positions**

Since 2003	Associate Professor, SKEMA Business School, France
1999 - 2002	Professor, NEGOCIA Business School, France

### **Other academic affiliations and appointments**

Since 2009	Director of MSc programme in International Marketing & Business Development, SKEMA Business School, France
2012 - 2013	Lecturer, Ecole Supérieure des Affaires, Lebanon
2009 - 2013	Academic Director of Masters Programmes, SKEMA Business School
2003 - 2009	Director of MSc programme, CERAM Business School, France
2004 - 2005	Associate Dean, CERAM Business School, France
2002 - 2003	Director of Nice centre/Director of International Relations, IPAG Business School, France
2002 - 2003	Visiting Professor, ESCP Business School, Russia
1999 - 2002	Course leader, NEGOCIA Business School, France
1991 - 1993	Lecturer, University of the West of England, Great Britain

### **Other professional experiences**

Since 2013	Coaching, Aéroport de Nice, France
Since 2006	Coaching, Coup de Pousse, France
2012	Coaching, Leroy Merlin, Romania
2010 - 2011	Coaching, Air Liquide, Lebanon
2003 - 2011	Coaching, Chalhoub Group, Lebanon
2010	Coaching, Hotel Beds, Poland
1994 - 1999	International Sales & Marketing Director, Magnum Photos
1988 - 1991	Managing Director, ASPECT language travel, France
1983 - 1988	PR and training officer, EF Language Travel, Paris, EF Language Travel, France

## **Keynote speaker**

SUAREZ, M., COSTE-MANIÈRE, I., SPIER, P., LE TROQUER, F. and GUEZGUEZ, H. (2023). Implementation of sustainability as a core value of the Fashion Industry. In: Role of sustainable development goals in business / Jaipuria Institute of Management. Indirapuram, Ghaziabad.

## **Conference presentations**

COSTE-MANIÈRE, I., SPIER, P. and EL GUERRAB, H. (2020). Playing with fire might burn your brand. In: Global Leadership Research Conference 2020. Noida / Delhi.

PELLIER, M., SPIER, P. and COSTE-MANIÈRE, I. (2015). Wine Industries in France, India, China: A comparative Analysis. In: International Conference on advances in management and technology in a global world ICAMT-15. Noida.

## **Press and social media**

SPIER, P. (2020). Quels sont les bénéfices d'une pédagogie orientée "learn-by-rising-to-the-challenge"? L'exemple d'un sales challenge. Sophia Antipolis: SKEMA ThinkForward, France.