



## MARKETING & COMMUNICATION

### LAURENCE CASENEUVE

Lecturer in Product Management

#### CONTACT

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#### BIOGRAPHY

Laurence CASENEUVE has 18 years professional experience mostly in Parisian department store management. She has worked in roles as both a Product Manager and a Department Manager in leading luxury goods companies such as Le Bon Marché and La Samaritaine. She shares her expertise with young generations by teaching her legitimate scopes of practice.

#### EDUCATION

1987: Diploma of Management in Fashion and Luxury. IFM - INSTITUT FRANÇAIS DE LA MODE, Paris

1987: Parsons School of Design, New York

1986: Master's degree in Finance, ESLSCA, Paris

#### TEACHING AREAS

- Luxury Brand Marketing
- International Luxury Markets
- Marketing Strategy
- Operational Marketing
- Customer Relationship Management
- Market Studies

#### RESEARCH AREAS

- Luxury Brand Marketing
- Marketing Strategy
- Operational Marketing
- Retail Marketing

#### TEACHING PROGRAMS

- Bachelor and PGE 2<sup>nd</sup> year programs

#### PROFESSIONAL EXPERIENCES

1991 – 2004: Head of Department - LVMH Group – Le Bon Marché - La Samaritaine  
Buying Manager – Product Manager, Paris

1988 – 2001: Department Manager. B.H.V

1987 – 1988: Product Manager – Phillipe Diffusion - Montreuil

