



MARKETING & COMMUNICATION

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Lecturer in Marketing and Communication

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BIOGRAPHY

Armelle Dujardin Vorilhon has been teaching at IPAG Business School since 2016 and is an academic tutor for the “Programme Grande Ecole” 2nd year and the Undergraduate coordinator. She obtained her Master’s degree at the university of Versailles-Saint Quentin and has held various management positions in Marketing and Communications for major international groups and start-up companies for 15 years. She is also a certified executive coach.

EDUCATION

2016: HEC Executive Coaching Certification, HEC, Paris, France

2002: Master in Contemporary History, Versailles Saint-Quentin-en-Yvelines University, France

1996: English Business Diploma – Grennoaks School, Johannesburg (South Africa)

TEACHING AREAS

- Marketing
- Communication

RESEARCH AREAS

- Marketing
- Communication

TEACHING PROGRAMS

- Program “Grande Ecole”

PROFESSIONAL EXPERIENCES

Since 2016: Lecturer, IPAG Business School

2013 – 2014: Communication Manager at startup company cestbonesprit.fr

2012 – 2013: Sales Support Marketing Manager at SNCF Geodis

2009 – 2012: Communication manager at SNCF Geodis / Chief Delegate of the Geodis Foundation at Geodis

2007 – 2009: Communication Officer at the Geodis Foundation

2006 – 2007: Project Manager at Geodis

2002 – 2005: Project Manager for Calberson’s centennial at Geodis Calberson