



## MARKETING & COMMUNICATION

### PHILIPPE KOLB

Lecturer in Marketing

#### CONTACT

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#### BIOGRAPHY

Philippe Kolb was born in 1964. He graduated from University Paris Dauphine and the Conservatoire National des Arts et Métiers (CNAM). He quickly moved in business towards the commercial, marketing, and managerial functions: he was responsible for the retail sector at QUAKER. Then working at Patron for 27 years, he moved to luxury ready-to-wear and in business services. In ready-to-wear, he worked with industry leaders such as CHANEL or DIOR, leading brands such as BALMAIN, GIVENCHY, ROCHAS or designers. With his teams, he works at design office (preparation of collections, development of models) and manages production part for their ready-to-wear and their haute couture department. He also works for lesser-known creators to whom he brings his commercial and production expertise. Also, being a teacher since the age of 27, he gives lectures on marketing and sales, management and strategy in different business schools and institutes. He is also a consultant-trainer in his fields for various companies and organizations. This dual competence between theoretical knowledge and concrete approach to companies and markets allows him to provide objective and relevant lessons to different audiences: professionals or students.

#### EDUCATION

2019: Ph.D in Marketing, University Paris 13 (C.E.R.A.I.P.2 D.)

1991: Master's Degree in B2B Marketing, Conservatoire National des Arts et Métiers (CNAM)

1988: Master's Degree in Marketing Management, Conservatoire National des Arts et Métiers (CNAM)

1986: Master's Degree in Marketing Management, University Paris Dauphine

#### TEACHING AREAS

- Marketing fundamentals
- Marketing studies
- Marketing plan and business models
- Services marketing
- Digital Marketing
- E-commerce
- Marketing of luxury products and markets

#### RESEARCH AREAS

- Luxury markets
- Millennials and luxury
- Business Growth Drives

#### TEACHING PROGRAMS

- Program Grande Ecole

## **PROFESSIONAL EXPERIENCES**

Since 2011: Trainer and Business Consultant, PK Conseil

1991 – 2010: Chief Executive Officer, Charsele

1988 – 1990: Head of Retail Sector, Quaker