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**Philippe CHEREAU**  
**INNOVATION Academy**  
**Sophia-Antipolis**

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**CV**

**Skills & Interests**

**Teaching Skills**

Field-based action learning involving businesses under a consultancy mode

**Research Skills**

Strategic management of Innovation

Strategic models

Business models

**Languages**

Fluent English, good German

**Expertise**

Academic and managerial expertise: Strategic management and organizational change in SMEs, Management of innovation in SMEs, Business model innovation, Management of Regional Innovation Systems.

Sectoral expertise: Life sciences, pharmaceutical industry.

**International Interests**

Europe

**Qualification**

Scholarly Academic

### **Academic Degrees**

Doctorat Université d'Aix Marseille, Aix-Marseille, Management Science, 2012  
Ph.D. SKEMA Business School, Sophia Antipolis, Management Science, 2012  
Master Skema Business School, Sophia Antipolis, Master in Research, 2009  
Master EDHEC School of Management, Lille, Master in Management, 1989

### **Professional Certifications**

Advisor of Innovation & Entrepreneurship of Xi'an Jiaotong University Suzhou Research Institute, 2013 (2013), Suzhou, China.

### **Work Experience**

Associate Professor, Skema Business School (2014 - Present), Sophia Antipolis, France.  
Scientific Director, MSc.International Business, Skema Business School (September, 2014 - Present), Sophia Antipolis, France.  
SKEMA incubator manager, SKEMA Business School (October, 2012 - Present), Sophia Antipolis, France.  
Scientific Director, MSc. Entrepreneurship and Innovation, SKEMA Business School (2011 - Present), Sophia Antipolis, France.  
Assistant Professor, SKEMA Business School (2011 - 2014), Sophia Antipolis, France.  
Lecturer, SKEMA Business School (2009 - 2011), Sophia Antipolis, France.  
Director, Business Development and Innovation, French Riviera Chamber of Commerce and Industry (2003 - 2011), Nice, France.  
Senior Manager, KPMG Consulting (2001 - 2003), Montpellier, Marseille, Sophia Antipolis, France.  
Director, Healthcare Division, LPG Systems (2000 - 2001), Sophia Antipolis, France.  
Co-founder, Executive Director, Sales and Marketing, ProTest Clinical Services (1997 - 2000), Paris, Sophia Antipolis, Brussels, France.  
Executive Director, Business Development, FDM Pharma Group (1993 - 1997), Sophia Antipolis, France.  
Market Manager, DOW Chemical (1990 - 1993), Paris, Zurich, France.

### **INTELLECTUAL CONTRIBUTIONS**

#### **Articles in Journals**

CHEREAU, P. (in press, 2017). Business model innovation from the strategic posture perspective: An exploration in manufacturing SMEs. *European Business Review*.  
Chereau, P. (2015). Strategic Management of Innovation in Manufacturing SMEs: Exploring the Predictive Validity of Strategy-Innovation Relationship. *International Journal of Innovation Management*, 19 (1).  
Chereau, P. (2012). Strategic posture and innovation behavior in SMEs: the impact of industry and firm contingencies on type and relationship. *Management of Innovation and Entrepreneurship*, 8, 1-35.

#### **Articles in Proceedings**

CHEREAU, P. & MESCHI, P. (2016). The performance implication of the strategy-business model fit: Does it pay off to stick to the model? *The 2nd International Academic Conference in China Management*.  
Chereau, P. (2015). The Masstige Paradox in China: a Business Model Innovation Opportunity for Independent Luxury Companies? *Global Fashion Management Conference, Florence, Italie*.  
Chereau, P. (2014). Strategic posture and business model innovation: An exploration of predictive relationships in manufacturing SMEs. *British Academy of Management*.  
Chereau, P. & Ammar, O. (2014). Strategic posture and business model innovation: An exploration of predictive relationship in manufacturing SMEs. *Strategic Management Society 34th annual conference, Madrid, Spain..*  
Chereau, P. (2013). Strategic Management of Innovation in Manufacturing SMEs: Exploring the Predictive Validity of Strategy-Innovation Relationship. *Academy of Innovation and Entrepreneurship Conference*.

- Chereau, P. (2012). Strategic Posture and Innovation Behavior in SMES: The Impact of Industry and Firm Contingencies on Type and Relationship. *Academy of Innovation and Entrepreneurship Conference*.
- Chereau, P. (2010). Strategic Posture and Innovation in SMEs: A Contingency Perspective. *3rd ISPIIM Innovation Symposium, Quebec City - Managing the Art of Innovation: Turning Concepts into Reality..*

#### **Books, Monographs, Compilations, Manuals**

- CHEREAU, P. & MESCHI, P. (2017). *Strategic Consulting: Tools and Methods for Successful Strategy Missions* Palgrave Macmillan.
- Chereau, P. & Meschi, P. (2014). *Le Conseil Stratégique pour l'Entreprise* Pearson.

#### **Chapters, Cases, Readings, Supplements**

- CHEREAU, P. & MESCHI, P. (2017). A Terroir Olive Oil Mill Against Agri-Food Multinationals. In Ivey Publishing (Ed.), *Harvard Business Publishing*. Harvard Business Publishing.
- Brulhart, F., Chereau, P., & Meschi, Pierre-Xavier. (2016). A terroir olive oil mill against agri-food multinationals. In Ivey Publishing (Ed.), *Ivey Publishing*. Ivey Publishing.
- Chereau, P. & Cirillo, B. (2015). ARECO : A full steam ahead. --. Cranfield University, Wharley End, Beds MK43 0JR, UK: The Case Center.
- Chereau, P. & Meschi, P. X. (2015). STRATEGIC CHOICES AND PERFORMANCE OF SMES AND AGRY-FOOD MULTINATIONALS IN THE FRENCH OLIVE OIL INDUSTRY: DAVID AGAINST GOLIATH?. --.
- Chereau, P. & Meschi, P. (2011). BULGARI, BURBERRY, GUCCI... Strategy and Value Creation of the European Luxury Firms. *Réf: G1697(GB)*. CCMP.
- Meschi, P. & Chereau, P. (2011). BULGARI, BURBERRY, GUCCI... Strategie et création de valeur des entreprises européennes du luxe en 2010. *Réf: G1697*. CCMP.

#### **Conference Presentations**

- CHEREAU, P. (2017, July). *Entrepreneurial Venturing: From Idea to Business Plan*. International Summer School on Natural Products - University of Naples Federico II, Naples, Italy.
- CHEREAU, P. & MESCHI, P. (2016, October). *The performance implication of the strategy-business model fit: Does it pay off to stick to the model?* The 2nd International Academic Conference in China Management, Suzhou, China.
- CHEREAU, P. (2015, October). *Strategic management of innovation: Does it pay off to stick to the model?* Tongji University - French-Chinese Center for Research, Shanghai, China.
- AMMAR, O. & Chereau, P. (2015, June). *Relationships between strategic posture and business model innovation: An exploration of the dynamics in manufacturing SMEs*. 2015 Administrative Sciences Association of Canada, Halifax, Canada.
- Chereau, P., Hoffmann, J., & Soscia, I. (2015, June). *The masstige Paradox in China: a Business Model Innovation Opportunity for Independent Luxury Companies?* 2015 Global Fashion Management Conference, Florence, Italy.
- Chereau, P. & Ammar, O. (2014, September). *Strategic posture and business model innovation: An exploration of predictive relationship in manufacturing SMEs*. British Academy of Management, Belfast, Ireland.
- Chereau, P. (2013). *Strategic Management of Innovation in Manufacturing SMEs: Exploring the Predictive Validity of Strategy-Innovation Relationship*. Academy of Innovation and Entrepreneurship Conference, Oxford, United Kingdom.
- Chereau, P. (2012, June). *Strategic Posture and Innovation Behavior in SMES: The Impact of Industry and Firm Contingencies on Type and Relationship*. Academy of Innovation and Entrepreneurship Conference, Macau, China.
- Chereau, P. (2010). *Strategic Posture and Innovation in SMEs: A Contingency Perspective*. 2010 International Symposium of the International Society for Professional Innovation Management, Québec, Canada.

### **Research Reports**

2015: CHEREAU, P., Innovation Strategy in R&D projects., submitted to European Commission.

2013: Chereau, P., Rapport Technique dans le cadre du programme Européen Health-2-Market., submitted to Commission Européenne.

### **Other Research**

2015: CHEREAU, P., BERNASCONI, M., CIUSSI, M., & VIAN, D., Roadmap to the Entrepreneurial Mindset and Toolkit. You want to access the complete value chain of entrepreneurial tools? This on-line course provides an integrated and systemic toolkit that SKEMA Business School has tested on thousands of project tested over the past 15 years in postgraduate and executive programs.

The toolkit includes:

1. Building the scope of the project with ISMA 360
2. Designing the business model
3. The business plan
4. Working out your financial objectives
5. Checking your business plan for the pitch

This MOOC is free to use. Its content has been developed for the activities of Health-2-Market project, funded by the European Union's FP7 Programme for research, technological development and demonstration under Grant Agreement No 305532.

It is designed and delivered by practitioners and scholars of Entrepreneurship and Innovation. The MOOC is presently used by about 6000 users

[Applied or Integrative/application Scholarship]

2013: Chereau, P., FAVORABLE « Cela va libérer l'envie de réentreprendre », NICE MATIN, 30 septembre. [Applied or Integrative/application Scholarship]

### **Professional Service**

#### **Academic Conference: Discussant/Moderator/Panelist**

2015: TONGJI University, Shanghai, China (International). "Strategic Management of Innovation: Does it pay off to stick to the model?" Lecture based on research work in progress.

2015: Tecnologico de Monterrey Gadalajara, Guadalajara, Mexico (International). *Updated Lean Canvas and Entrepreneurship*

2012: Competitive Cluster Forum, Sophia Antipolis, France (International). Moderator of the main track on the management of competitive clusters

### **Advisor**

2017: University of Naples Federico II - PhD School in Pharmaceutical Sciences., Naples, Italy (International).

### **Chair: Conference / Track / Program**

2012: 5th Annual Conference of the Academy of Innovation and Entrepreneurship, Macau, China - Macau (International). Chair of session: Service Innovation and Green Innovation

### **Conference Workshop Congress Organization**

2013: Venture Academy Seminar, Sophia Antipolis, France (International).

### **Keynote Address**

2016: Société Française de Management, PARIS, France (National). Video to introduce latest findings about bridging the gap between strategy formulation and strategy implementation at the award ceremony for "**best book of applied research in management**"

> 1900 views of the pitch

<https://www.facebook.com/PrixManagement/videos/827518914020142/>

2013: SKEMA Alumni Conference (Regional). Le Management Stratégique de l'Innovation dans les PME manufacturières françaises

2012: Cycle Innovation et Connaissance - SKEMA Expert, Grasse, France (Local). "Stratégie, Innovation et Performance dans les PME" - Presentation of research outputs on French manufacturing SMEs

2011: Jean Monnet Workshop, Sophia Antipolis, France (Regional). Lecture on European SMEs: Strategy, innovation and performance in SMEs - evidence from French, Italian, Greek and Spanish firms

2011: Competitive Cluster Forum, Sophia Antipolis, France (International). Management of Local Innovation Systems : Lecture on conditions for best practice transfers - ERMIS EU program

### **Other Professional Service Activities**

2012: European Commission (International). Project manager of European Program Health2Market on the engineering of academic tracks dedicated to entrepreneurship and business venturing from healthcare researchers

2011: Inno2market, 2011 (National). Collective program on the marketing of innovation. Program designer

2009: Valor'Innov, 2009 (National). Collective program on the valorisation of innovation. Program designer

2005: StratCo (National). 2005-2008 – 6 collective programs on Business Development in SMEs. Program designer

### **Reviewer: Reviewer for a Journal**

2015: International Journal of Innovation Management (International).

WSPC-IJIM-D-15-00022 "Effect of Organizational and Environmental Factors on Innovativeness and Business Performance Relationship"

WSPC-IJIM-D-14-00085

2014: Management International (International).

WSPC-IJIM-D-14-00085 for *International Journal of Innovation Management*: "DETERMINANTS OF INNOVATION: A STUDY OF SMEs IN INDIA"

2013: International Journal of Innovation Management (International).

2010: Management International (International).

### **Professional Memberships**

British Academy of Management, 2014-2015