

**Gisèle Dudognon**  
Strategic Marketing Consultant, France  
Adjunct Professor, IAE, UNS



## Contact Information

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## Professional Experience

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- Since November 1st 2008*      **Founder and Director of STRAMMACOM**, Management Consultancy company  
[www.strammacom.com](http://www.strammacom.com)  
Specialized in strategy, operations marketing, CRM strategies, communication, and tailor-made training programs. Strammacom offers services to universities and business schools in enrollment management, academic development, accreditation and certification.
- From 01/09/2003 to 31/10/2008*      **International University of Monaco (IUM)**  
International Business School
- 01/09/07 to 31/10/08*      **Undergraduate Program Director**  
Responsible for the academic development of the Bachelor of Science in Business Administration program. In charge of the academic and scientific committees.
- 01/09/03 to 31/08/07*      **Director of Admissions**  
*In charge of the marketing and sales strategy* of the undergraduate and graduate programs (BSBA, MBA, EMBA, MSC in Finance, MSC in Luxury Goods): professional trade fairs, in France and abroad (in 23 foreign countries), presentation of the programs in international/American high schools, universities and engineering schools, participation in and organization of recruitment tours.  
*CRM Project Manager* (customer acquisition strategy): design and implementation of all the processes related to customer contacts, selection and integration of IT solutions, training of the staff on the new customer approach procedures.  
*Promotion of IUM*: participation in international conferences (CIS-ECIS, EAIE), development of press relations, organization of public relations events.  
**Compulsory working language: English**
- From 1991 to 2003*      **Crédit Lyonnais Nice (french retail bank)**  
Customer Advisor

## Teaching Experience

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- 2009: creation of the course  
**Customer Relationship Management (20 hours)**  
 Definition and explanation of the concept of CRM. In-depth analysis of the organizational issues and obstacles to a CRM program. Development of the CRM metrics (ROI, customer lifetime value). Overview of the different CRM technologies. The course concludes on the steps to follow in order to launch a CRM program.
- 2007/2008: IUM  
**Marketing Management (45 hours over 12 weeks, delivered in Fall 2007 and Winter 2008)**  
 Introduction to marketing concepts and tools: marketing strategy (Segmentation, Targeting, Positioning), marketing plan, marketing-mix. Use of case studies and real-life cases introduced in class by guest speakers.
- February 2006: invited by the American University of Rome  
**Introduction to Customer Relationship Management (4 hours presentation)**  
 Definition of CRM and its different approach in terms of customer acquisition and loyalty/retention. Analysis of real cases of CRM strategies.
- 2004/2005: IUM  
**Consumer Behaviour (45 hours over 12 weeks, delivered in Spring 2004, Summer 2004, Winter 2005)**  
 Theories and concepts of consumer behaviors and the different applications in international Marketing and advertising. Analysis of the elements of the consumer decision-making system with case studies and practical exercises in shops.
- 2004/2005: IUM  
**E-Commerce Marketing (45 hours over 12 weeks, delivered in Spring 2004, Summer 2004 and Fall 2005)**  
 Study of the architecture of the electronic commerce upstream (supply chain) and downstream (CRM) of the value chain. Overview of the possibilities of integration of the e-commerce solutions within a marketing plan. Analysis through case studies and group assignments.

## Education

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YEAR	INSTITUTION	ACADEMY (France)	DEGREE OBTAINED
2008	EM Lyon (AACSB, EQUIS, AMBA)	Lyon	<b>Executive MBA</b>
2003	Institut d'Administration des Entreprises	Nice – Sophia Antipolis	<b>PhD in Management with Honors Dissertation topic: Customer Relationship Ma</b>
2000	Institut d'Administration des Entreprises	Nice – Sophia Antipolis	<b>Master of research in Management</b>
1999	Institut d'Administration des Entreprises	Nice – Sophia Antipolis	<b>Bachelor of Science in Business Administration</b>
1996	EJCM-CTMC	Aix-Marseille II	<b>Master of Science in Information Technologies and Communication</b>
1995	Faculté Lettres & Sciences Humaines	Nice – Sophia Antipolis	<b>Bachelor of Arts in Foreign Languages (English and Spanish)</b>

## **Intellectual contributions / Professional Achievements/ Publications**

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- April 2003: Dissertation of PhD, IAE Nice-Sophia Antipolis  
A new approach of customer relations: Customer Relationship Management. Assessment of the efficiency of the CRM strategy of a veterinarian pharmaceutical laboratory.
- September 2000: Dissertation of DEA, IAE Nice-Sophia Antipolis: Loanback pension, element of the cafeteria compensation, as a staff management tool.
- **Member of the Peppers&Rogers Group:** American group of consultants and academics specialized in the analysis and the publication of studies on CRM strategies.
- **Member of 1to1 Partners Group:** Publication of professional articles about CRM strategies.
- **Countries visited for professional purposes: the length of the journeys varies from 2 days to 1 week.**  
Austria, Belgium, Czech Republic, England, Finland, France, Germany, Ireland, Italy, Latvia, Luxemburg, Morocco, Netherlands, Norway, Poland, Portugal, Romania, Russia, Scotland, Spain, Sweden, Switzerland, Tunisia, Turkey.
- **Social and cultural activities:**  
1999-2000: Students representative at the Board of I.A.E. School of Business  
1998-1999: Vice President of the I.A.E. student association  
1994-1995: Press Attachée of the L.E.A. Theater troupe
- **Computer sciences competences**  
Microsoft Office (Word, Excel, Powerpoint, Outlook, Publisher), Filemaker Pro, ACT (Sage), Dreamweaver.