

Dominique GARVAL

Professor
Marketing Department
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Education

- 1995, DEA, Marketing, Institut d'Administration des Entreprises de Lille, France
- 1986, MBA, Business administration, INSEAD, Fontainebleau, France
- 1980, Master of Sciences, Petroleum engineering, University of Texas at Austin, USA
- 1975, Diplôme d'ingénieur, Génie civil, Institut National des Sciences Appliquées de Lyon, France

Teaching Areas at RMS

- Strategy
- Marketing

Teaching Languages

- English
- French

Main courses taught at RMS

- Strategy and business policy, CESEM 2
- Integrated business management, IBP International Bachelor Program
- Stratégie et valeur 2, Sup de Co Cycle Master
- Leadership (en partenariat avec l'Ecole des Officiers de l'Armée de l'Air - Salon de Provence), Sup de Co Cycle Master
- Marketing management II, International MBA
- Strategy II, International MBA
- Integrated business management, Masternova
- Marketing des aliments fonctionnels, Masternova
- Stratégie marketing, MSc Intelligence Marketing
- Strategy and business policy, MSc Intelligence Marketing

Course Coordination at RMS

- All seminars taught at Reims Management School simulation center, Sup'TG, CESEM, TEMA and Sup de Co Programs, Specialized Masters, International MBA

A. RESEARCH ACTIVITY

Areas of research

- Strategy
- Leadership

B. PUBLICATIONS / COMMUNICATIONS

Chapters in Books

- GARVAL Dominique, 2003, *Business Strategy, Formulation and Implementation*, in CADOTTE Ernest R, BRUCE Harry J. (eds), *The Management of Strategy in the Marketplace*, Cincinnati : Editions Thomson South-Western.

C. PROFESSIONAL EXPERIENCE

Teaching

- 09/1994 - To date, Professor, Reims Management School, Reims, France
- 09/2005 - 08/2011, Lecturer, MIP (Management Institute of Paris), Paris, France
- 09/2005 - 09/2011, Lecturer, AgroParisTech, Paris, France
- 01/2005 - 12/2005, Lecturer, Ecole Nationale Supérieure des Arts et Métiers, Châlons en Champagne, France

- 09/1993 - 09/1994, Lecturer, Reims Management School, Reims, France

Executive Education

- 09/2000 - To date, Lecturer in marketing management and strategy, Executive MBA, Reims, France, Reims Management School, Paris Executive Campus
- 09/2005 - To date, Lecturer in marketing and business strategy, Specialized masters, Reims, France, Reims Management School
- 01/2004 - 03/2005, Lecturer in accelerated strategic thinking, Fazer, Helsinki, Finland, Independent consultant
- 06/2003 - 06/2003, Lecturer in young executive program, Egmont, Copenhagen, Denmark, Independent consultant
- 12/2002 - 02/2003, Lecturer in marketing, Moët et Chandon, Reims, France, Reims Management School
- 10/2002 - 11/2002, Lecturer in accelerated strategic thinking, Fazer, Helsinki, Finland, Independent consultant
- 08/2002 - 10/2002, Lecturer in pharmaceutical marketing, Areks, Cairo, Istanbul, Egypt, Turkey, Independent consultant
- 04/2002 - 06/2008, Lecturer in focusing on consumer, SOMFY, Annecy, France, Reims Management School
- 11/2001 - 11/2001, Lecturer in young executive program, Egmont, Berlin, Germany, Independent consultant
- 01/2001 - 10/2003, Lecturer in marketing essentials, Saint Gobain, Sevilla, Como, Helsingborg, Brugge, Spain, Italy, Sweden, Belgium, Independent consultant
- 01/2001 - 12/2004, Lecturer in strategic management, Vodaphone, Malaga, Madrid, Spain, Independent consultant
- 06/2011 - 06/2011, Lecturer in focusing on consumer, SOMFY, Annecy, France, Paris Executive Campus
- 05/2011 - 05/2011, Lecturer in 'Strategy in agricultural sector', Board of Directors of Champagne-Céréales, Reims, France, Reims Management School
- 01/2011 - 01/2011, Lecturer in 'Marketing strategy', Be citizen, Paris, France, MIP (Management Institute of Paris)
- 09/2010 - 09/2010, Lecturer in focusing on consumer, SOMFY, Annecy, France, Paris Executive Campus
- 02/2008 - 02/2008, Lecturer in marketing, Servyr, Lisboa, Portugal, Independent consultant
- 11/2006 - 11/2006, Lecturer in business strategy, marketing and brand strategy, BIC, Paris, France, Independent consultant
- 09/2005 - 01/2011, Lecturer in marketing strategy and integrated business management, Executive MBA, Paris, France, MIP (Management Institute of Paris)
- 06/2004 - 06/2008, Lecturer in marketing strategy, Kempinski Hotels and Resorts, Berlin, Marbella, Germany, Spain, Reims Management School

Company Experience

- 09/1998 - To date, Head of simulation center, Reims Management School, Reims, France
- 09/1995 - 06/1996, Director, MBA and Masters programs, Reims Management School, Reims, France
- 09/1995 - 06/1996, Director, Executive education programs, Reims Management School, Reims, France
- 01/1986 - 12/1991, Managing partner, StratX SA, Paris, France
- 01/1981 - 12/1985, Production engineer (US), Marine Superintendent (Ivory Coast), Phillips Petroleum, Bartlesville, Oklahoma, USA
- 01/1978 - 12/1980, Sales engineer (US / France), Johnson Screens, Saint Paul, Minnesota, USA
- 01/1977 - 12/1977, Construction engineer (California / Algeria), Bechtel Corp., San Francisco, California, USA

D. PROFESSIONAL AND PERSONAL DEVELOPMENT

Continuing education and Self-Development Activities (Training and seminars)

- 07/2010 - 07/2010, Attended courses on MBTI Test certification, OPP Management, Paris, France
- 06/2008 - 06/2008, Attended courses on leadership, Ecole Spéciale Militaire de Saint Cyr, Coetquidan, France

Other Accomplishments (not reported elsewhere)

- 07/2010 - To date, MBTI Certified