

Odile LETRILLART

Professor
Marketing Department
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Education - 2011, Diplôme Universitaire, Médiation, Institut Catholique de Paris, France
- 1995, Master, Sciences de l'éducation, IUFM (Institut Universitaire de Formation des Maîtres) de Reims, France

Teaching Areas at RMS - Marketing
- Human Resources Management
- Personal Development
- Sales and Commercial Negotiation

Teaching Languages - French

Main courses taught at RMS - Vente et négociation - niveau 2, Sup'TG 3
- Approfondissement des négociations commerciales, TEMA 3
- Marketing et vente high tech, TEMA 4
- Communication interpersonnelle, Sup de Co Cycle Master
- Business développement et vente complexe, Sup de Co Cycle Master
- Développer son capital humain, MSc Intelligence Marketing

Course Coordination at RMS - Vendre et négociier, Sup'TG 1
- Psychologie de la vente, Sup'TG 1
- Vente et négociation - niveau 2, Sup'TG 3
- Fondamentaux de la vente, TEMA 1
- Approfondissement des négociations commerciales, TEMA 3
- Business développement et vente complexe, Sup de Co Cycle Master

A. RESEARCH ACTIVITY

Conference organization / Track chair / Workshop coordination

- LETRILLART Odile, 2004, *Maîtriser la relation : Osons ! - Réussir son projet force de vente*, Congrès de l'Institut Français des Experts-Comptables et des Commissaires aux Comptes.

B. PUBLICATIONS / COMMUNICATIONS

Chapters in Books

- LETRILLART Odile, 2008, *Le contexte de la négociation*, in GUIDICI Sylvie, COULAUD Alain (eds), *Transmission et reprise d'entreprise*, Paris : Ellipses, pp.255-272.

Non-Refereed Articles

- LETRILLART Odile, 2005, *Réussir son projet force de vente*, IFEC Magazine, (n°228).
- LETRILLART Odile, 2005, *Maîtriser la relation client : osons*, IFEC Magazine, (n°228).

Non-Refereed Communications

- LETRILLART Odile, STEPHAN Gilles (Southern-Europe-Middle-East-Africa talent acquisition DELL), *Un partenariat stratégique entre DELL - RMS, une nouvelle vision de la relation entreprise / école*, Forum Business

University, Commission Européenne de Bruxelles, Brussels, Belgium, May 04 - May 05 2010.

- LETRILLART Odile, *Réussir son projet force de vente*, 28th IFEC (International Financial Corporation) Congress, Créer développer transmettre son cabinet, Le Touquet, France, July 01 2004.
- LETRILLART Odile, *Maîtriser la relation client : osons !*, 28th IFEC (International Financial Corporation) Congress, Créer développer transmettre son cabinet, Le Touquet, France, July 01 2004.

C. PROFESSIONAL EXPERIENCE

Teaching

- 09/2011 - To date, Lecturer, UTC de Compiègne, ESCOM, Compiègne, France
- 09/2006 - To date, Professor, Reims Management School, Reims, France
- 09/1996 - 06/1999, Professor, Institut Supérieur des Ventes, Reims, France
- 09/1996 - 08/2006, Lecturer, Reims Management School, Reims, France

Executive Education

- 09/2009 - To date, Lecturer in 'Développer son capital humain', 'Médiation', 'Négociation complexe', 'Le modèle Ned Herrmann', 'Lobbying', Executives, Paris, France, Paris Executive Campus
- 01/2009 - To date, Lecturer in offer design and customer relations, DRIRE (Directions Régionales de l'Industrie de la Recherche et de l'Environnement), Châlons en Champagne, France, Reims Management School
- 09/2005 - To date, Lecturer in conflict management and mediation, Professors, Paris, France, Independent consultant
- 01/2006 - 12/2007, Lecturer in 'Reprise d'une agence GAN et développer son cabinet d'assurance' (formation 'Intégration des nouveaux agents'), Agents GAN, Paris, France, Centre de formation national GAN

Consulting

- 01/1999 - To date, Consultant in commercial efficiency, professional development, setting-up and development of sales force, coaching and mediation consulting, General managers, executive committees, Xerox, Axa, CSG expertise, Orange, Ajilon, ISEC, Cutry, France, OLB consultant

Company Experience

- 09/2006 - To date, Head of the Master in Business Development and Key Account Management, Reims Management School, Reims, France
- 01/1991 - 12/1996, Director of training, Xerox Corporation, Aulnay-sous-Bois, France
- 12/1989 - 12/1994, Business manager, Xerox Corporation, Aulnay-sous-Bois, France
- 01/1986 - 12/1989, Key accounts manager, Xerox Corporation, Paris, France

D. PROFESSIONAL AND PERSONAL DEVELOPMENT

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

- 01/2008 - 09/2010, Candidate to 'Diplôme Universitaire Médiation et Négociation', Université Catholique de Paris, Paris, France
- 01/2007 - 01/2008, Attended courses on 'Ennéagramme' - Obtain the certificate, CEE (Centre d'Etudes de l'Ennéagramme), Paris, France
- 01/2006 - 03/2007, Attended courses on 'Herrmann Brain Dominance Instrument (HBDI)' - Obtain the certificate, Société Hermann, Paris, France
- 01/2005 - 03/2007, Attended courses on 'PNL (Programmation Neuro-Linguistique)', CEE (Centre d'Etudes de l'Ennéagramme), Paris, France

Other Accomplishments (not reported elsewhere)

- 03/2007 - To date, Practitioner PNL certified