

Raymond OUELLET

Professor
Marketing Department
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Education - 1986, MBA, Business administration, marketing and strategy, INSEAD, Fontainebleau, France
- 1971, Bachelor, Art history, Yale University, New Haven, USA

Teaching Areas at RMS - Marketing
- Strategy

Teaching Languages - English
- French

Main courses taught at RMS - Marketing B to B, CESEM 4
- Marketing B to B, Sup de Co Cycle Master
- Strategic management 1: BSG, International MBA

Course Coordination at RMS - Marketing B to B, CESEM 4
- Marketing B to B, Sup de Co Cycle Master
- Operations management 1, International MBA
- Strategic management 1 : BSG, International MBA

A. RESEARCH ACTIVITY

Areas of research - Retail Marketing, International Marketing, Marketing B. to B.
- Strategy and Action-based Learning

Membership of Scientific Organizations

- 2010, Member of AFM (Association Française de Marketing)

B. PUBLICATIONS / COMMUNICATIONS

Published Case Studies

- OUELLET Raymond, MATHELIN Deirdre, July 2011, *RedMere - Eyes on the Bigger Picture.*
- OUELLET Raymond, BORGES Adilson, June 2010, *HH: New Product Development and the Importance of Channel Management .*
- OUELLET Raymond, BORGES Adilson, June 2010, *RP: Going Beyond Price to Build Price Image - Bringing Back the Discount to Hypermarket.*
- OUELLET Raymond, January 2006, *Knowledge and Merchandising Inc. LTD: From Start-up to the King of Shaves.*
- OUELLET Raymond, JULIEN Anne, MATHELIN Deirdre, January 2005, *RyanAir, flying cheaper and cheaper.*

C. PROFESSIONAL EXPERIENCE

Teaching

- 08/2003 - To date, Visiting professor, University of Stellenbosch Business School, Cape Town, South Africa
- 09/2000 - To date, Professor, Reims Management School, Reims, France
- 09/1998 - 09/2000, Lecturer, Reims Management School, Reims, France

- 09/1988 - 06/2000, Associate professor, American University of Paris, Paris, France

Executive Education

- 09/2009 - To date, Lecturer in marketing, strategy, and MBTI test, Kempinski executive managers, Europe, Middle East, Paris Executive Campus
- 05/2009 - To date, Lecturer in 'Retailing marketing', Chinese retailing companies, Beijing, China, UIBE (University of International Business and Economics)
- 09/2004 - To date, Lecturer in 'Marketing management', Executive managers, Reims, France, Reims Management School, Paris Executive Campus
- 09/2007 - 08/2009, Lecturer in marketing, strategy, and MBTI test, Kempinski executive managers, Europe, Middle East, Reims Management School

Consulting

- 01/1988 - To date, Consultancy Activities in Marketing and Marketing Strategy (Europe, Asia, North America and South America), Various clients, International, StratX

Company Experience

- 05/2008 - To date, Director, MBA programs, Reims Management School, Reims, France
- 03/2006 - 09/2008, Head of the 'Marketing' department, Reims Management School, Reims, France
- 01/1988 - To date, Chairman, Sim Consulting, St. Mammes, France
- 09/1981 - 11/1986, Visual arts manager, Banff School of Fine Arts, Banff, Alberta, Canada
- 01/1976 - 06/1981, Curator and business manager, Edmonton Art Gallery, Edmonton Alberta, Canada

D. PROFESSIONAL AND PERSONAL DEVELOPMENT

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

- 10/2009 - 10/2009, Attended courses in 'Fundamentals of Team Building', Osiris Conseil, Vernou, France

Other Accomplishments (not reported elsewhere)

- 09/2011 - To date, Interviewed live about the International MBA programme, Campus Channel, Paris, France
- 07/2004 - To date, MBTI certified