

Champagne professor lands dream job

Reims Management School appoints British wine expert as head of Champagne chair

January 2007. Leading French business school, Reims Management School (RMS) is delighted to announce that it has appointed international wine expert Dr Stephen Charters as the head of its Champagne Chair. As « Champagne professor », British-born and Australian-resident Charters will be responsible for developing the research activities for the chair and implementing a series of specialist courses at masters, MBA and executive education level. Charters will work closely with all of the major champagne houses, including Moët & Chandon, Veuve Clicquot, Ruinart and Krug (all owned by LVMH), Laurent Perrier, Nicolas Feuillatte and Pommery, that have helped to fund the chair.

An Oxford graduate with more than 20 years experience

Dr Charters, a qualified solicitor and graduate from the University of Oxford, is an internationally recognized expert in wine marketing and brings to the school nearly 20 years experience in the academic and professional world. Prior to coming to RMS he was senior lecturer in wine marketing and wine studies at the Edith Cowan University in Perth, Australia. There he developed and taught courses (including an MBA in wine marketing) covering the marketing of wine. He has also been a wine show judge in Australia and has written widely about wine as a journalist and author.

His research covers a wide array of topics which are relevant to the wine and champagne industry such as consumer behaviour, management processes within the wine industry, wine tourism, the development of sparkling wine and champagne in current markets, and the consumer's engagement with the quality of wine. He is an active member of the editorial board of the Journal of Wine Research.

Developing research activities and specialist courses at RMS

As « Champagne professor », Dr Charters (49) will be responsible for developing the research activities for the chair and implementing a series of specialist courses at masters, MBA and executive education level. The school, which has excellent links with the industry, has attracted a steady flow of executives to its MBA and executive programmes. One of the first things on Dr Charters' agenda will be to develop an executive summer school for the summer of 2007.

Charters will work closely with all of the major champagne houses that have helped to fund the chair. The chair is being funded (250 000 Euros per year) by the CIVC (the inter-professional council for Champagne wineries), the City of Reims and a number of the most prestigious Champagne houses including Moët & Chandon, Veuve Clicquot, Ruinart and Krug (all owned by LVMH), Laurent Perrier, *Nicolas Feuillatte* and Pommery.

RMS is responding to the regional and international needs of this luxury sector

Champagne is one of the most renowned luxury beverages in the world. Each second, nine bottles of Champagne are opened across the world. More than 300 million bottles of Champagne are produced each year by the wineries of the Champagne region in France, generating more than 4 billion Euros each year (around 40% of production is destined for export outside of metropolitan France.) More than 10,000 people are directly employed by the wineries or the major "Champagne houses" such as Moët & Chandon. Like many of the luxury goods sectors, the industry is faced with a number of key business challenges such as competition from sparkling wine producers and how to increase exports.

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About Reims Management School:

Established in 1928, the Reims Management School Group includes 4 business schools which offer 2 MBA programmes and numerous specialised programs. Each year RMS trains nearly 3500 French and international students. The Group is now a skill centre, recognised both nationally and internationally for higher education in management.

<http://www.reims-ms.fr/index-en.html>