

Jean-Marc RAGGI

Intervenant à la

CCMP

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Professeur à l'ESCEM Tours

Academic Appointments

Head of Marketing & Sales Department since 2010
The Pedagogical Innovation thinktank – Tours campus, ESCEM
Director: Undergraduate programs ESCEM Tours-Poitiers since 2001
Department chair: MVL ESCEM Tours-Poitiers 1998 to 2001
Pedagogical Director: ESC Pau 1996 to 1997

Course Responsibilities 2005 through 2010

- Marketing Fundamentals and Concepts
- Market Studies
- Fundamentals of marketing and market study
- Image Management and Communication
- Initiation to Marketing
- Strategy
- Innovation
- Agri-Business Marketing
- Distribution, Commercial organisation and Sales
- Minor in E-business
- Minor in Risk and crisis management

Relevant Non Academic Experience

Direction of the social micro-credit project for the Red Cross
Group leadership and training for the Red Cross
Negotiation accompaniment in GMS, Red Cross
Marketing Consultant: TEAM consultants 1988 to 1996

Consultant: merchandising and distribution: Auchan, Mammouth, Intermarché, Décathlon
Consultant in the marketing sector: Royal Canin, Motta, Joke, Real Estate
Instructor: Institut de Promotion Commerciale de Pau (continuing education), at IIVS de Bordeaux,
Institut International des Vins et des Spiritueux (continuing education), at IFG, Institut Français de

Gestion de Toulouse (continuing education), at CNPC, Centre Professionnel des Commerces de Sport de Pau (continuing education)

Associate Director: BGR Consultants (studies and surveys) 1985 to 1988

Head of project studies in « Grande distribution »

Group leader for Quality-based issues

Instructor in merchandising and marketing sectors (Adult education)

Instructor for junior executives, CJD « Cadres jeunes dirigeants » Bordeaux

Senior Sales Manager: Lactel 1982 to 1985

Client Portfolio Manager: Hypermarkets, supermarkets and warehouses (Auchan, Carrefour, Intermarché, Leclerc)

Logistics information management and sales administration

Faculty Development

English Language training courses 2005

Training session: Creation and instruction methods for case studies ESCEM 2000 and 2001

Communication training session ESC Pau 1995

Seminars

ARTIC: geomarketing 2005

ICAD Institut des Cadres Dirigeants Paris: Sociologie et Stratégie Produits 2000

ICAD Institut des Cadres Dirigeants Paris: Le Service « One to One » 1999

Conference

EMKG FORUM : CRM 2008

SEMO (Salon des Etudes de marché) : NTIC et études en lignes 2003

ADETEM : Gestion Marketing et Qualité 2002

Instructional Activities and Development

Continuing Education Courses (non-diploma) ESCEM since 2005

Training in Marketing Caisse d'Epargne 2001

Taught Courses outside ESCEM since 2005

Course in the undergraduate program 'Quality and industrial risk management', Bourges 2006-07

Initiation to Marketing CESAL Postgraduate program Bourges since 2001

Market studies and in-depth analysis for student members of Junior Enterprise

Instructional Innovations

Education – Corporate interface for distribution

Course additions: new applications within the framework of the new market survey course 2003

Course creation: Marketing concepts MS Mgt and Business Administration, Bourges 2002

Practical instruction activities: Fundamentals of Marketing 2001

Course creation: Minor Visual Techniques Management and communication 2000

Course creation: Initiation to marketing for ESCEM Perspectives program

Professional Memberships and Certifications

ADETEM (Marketing association) 2004

AFM (French Marketing association) 1997 to 2003

AFCI (French association for internal communication) 1997 to 1999

Education

Graduate: DESCAF Master of Sciences in Management; ESC Pau, 1980

Service

Professional

Contributor to the French economic newspaper, Les Echos, June 2005, « *Le calendrier distributionnaire* »

Institutional

Director of undergraduate BTS and Bachelor programs

Member: Academic committee

Member: Executive committee

Member: Communication committee

Member: Accreditation steering committee

Member: Pedagogical committee

Personnel representative for Faculty members

Tutor: humanitarian association

Selection panel member: Association projects

Tutor: Apprentices and memoirs

Author of first issue of Bachelor news

Public Service

Sabbatical leave, work with the French Red Cross from 15.01.2006 to 15.07.2006

Director of the Indre-et-Loire branch of the social SAMU

Assignments:

1. Creation and management of the vocational training plan for elected members (Heads of local commissions)

2. Reorganization of the mobile emergency medical service for homeless people (SAMU Social) (process, logistics and team management)

3. Development of partnerships with local companies – Departmental Red Cross

Project group leader “Projet pour la Touraine » (MEDEF) 2000 and 2001

Intellectual Contributions

Case Studies

RAGGI Jean-Marc. *Power-Up Guarana: Like a success Machine*. Paris : CCMP, 2011, 28 p (M 1748)

RAGGI Jean-Marc. *Espace lavage écologique : la baleine bleue ou la success-story d'une TPE*. Paris : CCMP, 2010, 15 p + 10 p (ESCEM ; G1683)

RAGGI Jean-Marc. *SEN-EGALITE : Gestion d'un projet associatif humanitaire*. Paris : CCMP, 2009, 17 p + 17 p (ESCEM ; G1650)

RAGGI Jean-Marc, NICOLAS Nadine. *GS 27 : la nouvelle gamme de produits écologiques du groupe INDIGO*. Paris : CCMP, 2008, 29 p (M1604)

RAGGI Jean-Marc. *Biscuiterie ABADIE : Négociation en grande distribution*. Paris : CCMP, 2007, 7 p + 2 p (M1541)

RAGGI Jean-Marc. *SAMU Social*. Paris : CCMP, 2006, 20 p (H0499)

RAGGI Jean-Marc. *Ascotti*. Paris : CCMP, 2005, 30 p (M1420)

RAGGI Jean-Marc. *Bali Bungalow*. Paris : CCMP, 2004, 18 p (M1347)

Other Outlets

RABET Béatrice, RAGGI Jean-Marc. Prix de l'Innovation Pédagogique & de l'Advisory Board de l'ESCEM : Projet Innovia. Tours-Poitiers : Escem, 2010, non pagin.