

Jerome COUTURIER

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SUMMARY

- Associate Professor of Strategy and Management, member of the faculty of ESCP Europe, based in Paris. Advisor to multinational companies in Europe and the US, in the food and healthcare sectors. Main areas of interest are: business strategy, enterprise transformation, business model innovation, international management, and entrepreneurship. Co-author of bestselling book in the UK and the US 'How to Think Strategically: your Roadmap to Innovation and Results', Pearson FT Publishing 2013 (#6 2014 business book charts, shortlisted by the Chartered Management Institute in 2015 for Best Management Book of the Year)

EXPERIENCE

2005–2019 ESCP Europe London, Paris
Associate Professor

- Lectures in Business Strategy, International Management, Business Transformation & Innovation, in Masters, MBA, Executive MBA, and various custom executive programmes (Orange, Lagardere, Alliance-Boots, Galeries Lafayette, La Redoute, Renault, Societe Generale, Pfizer, GSK, NATO, Reserve Bank of India, Steel Authority of India, etc.)
- Academic Director of several major custom programmes for executives (Lagardere, Novartis, Orange, La Redoute, Pfizer, Reynaers, Zoetis, etc.)
- Vice President of the Professors' Association, member of ESCP European Faculty Advisory Committee
- Co-founder and senior partner at 3H Partners, an entrepreneurial management advisory partnership

2017–2019 University Paris II Panthéon Assas Paris
Associate researcher, LARGEPA

- HDR under supervision of Prof. V. Chanut
- Lectures at CIFFOP (The new environment of business)

2003–2005 Lexagon Group New York
Management consultant, Director

- Co-created and developed Lexagon Group, strategy consultancy of 30

consultants now present in the US, Europe and Asia

- Led various assignments dealing with strategy, international development, business model innovation, operational improvement, etc. in the US and Europe

1999–2003 A.T. Kearney Paris, Brussels

Management consultant, Principal

- Managed major projects for large European industrial players as well as telecom operators, reporting to boards of directors in the following areas: corporate strategy, international expansion, marketing, industrial strategy, efficiency improvement, performance management
- Part-time professor of strategy at ESSEC and ECP (Centrale Paris)

1996–1998 McKinsey & Company Paris, London

Management consultant

- Worked on various projects of strategy, marketing and operational performance improvement, mainly for large industrial players in automotive, chemicals, raw materials processing, pharmaceuticals

EDUCATION

2019 University Paris II Panthéon Assas Paris

- Habilitation à Diriger des Recherches (pending)

2008 Harvard Business School Cambridge

- Colloquium on Participant-Centered Learning

1998 Insead Fontainebleau

- Master of Business Administration (MBA)

1990–95 Ecole normale supérieure (rue d’Ulm) Paris

- PhD Physics
- Assistant professor in physics (AMN)

PUBLICATIONS

Books and book chapters

- ‘How to Think Strategically: your Roadmap to Innovation and Results’, Pearson FT Publishing 2013 (#6 best selling business book in the UK)
- ‘European Market Entry Strategies in Herausforderung der Internationalen Marktorientierten Unternehmensführung’, Gabler, pp. 95-113 (2011)

- ‘La croissance par acquisition : un art moins facile qu’il n’y paraît’, in ESCP-EAP, Bain & Company, *L’art de la croissance*, Éditions Village Mondial, Les Échos, Pearson Education, pp. 86-91, 6 p. (2007)

Articles

- Technological Forecasting & Social Change: ‘Are Global R&D Partnerships enough to increase company’s innovation performance? The role of search and integrative capacities’, second submission (ref TFS_2019_404)
- Il Sole 24 Ore: several articles on the project of merger between Renault and FCA, May 2019 (one of them on front page, 29 May)
- European Journal of International Management: ‘Applying a Company Stakeholder Responsibility Approach to HR Management: The External Human Resources Model’, accepted, to be published in 2019
- Management Decision: ‘Big data analytics capabilities and knowledge management: impact on firm performance’, accepted, to be published in 2019
- International Journal of Productivity and Performance Management, vol.68, N°3, 2018: ‘Performance Dialogue: A framework to enhance the effectiveness of performance measurement systems’
- British Journal of Healthcare Management, March 2018: ‘Smart capacity planning for a better utilisation of NHS wards. A review of best practices aiming at striking a fine balance between elective and emergency activity’
- British Journal of Healthcare Management, March 2018: ‘How blockchain technology can bring control of clinical trials’ results to physicians and patients. An investigation in public hospitals of the UK, France and Italy’
- Chartered Institute of Marketing, Dec 2016: ‘Can co-creation work in B2B?’
- Les Echos, May 2015 : ‘Ne cherchez pas votre business model idéal’
- British Journal of Healthcare Management, vol.21, N°3, pp. 225-229, May 2015: ‘Unlocking patient activation in chronic disease care: The benefits of coupling e-health solutions with gamification’
- British Journal of Healthcare Management, vol.21, N°3, pp. 225-229, March 2015: ‘How innovations will boost adult immunisation programmes in the UK’
- British Journal of Healthcare Management, vol.21, N°3, March 2015: Editorial on Innovation in Healthcare
- International Journal of Trade and Global Markets, 2013: ‘Market entry decisions in emerging economies: the choice of local intermediaries as key determinant of competitive sustainability. Examining the case of a leading MNC entering the Maghreb region’
- Communications & Strategies, N°87, 3rd Q. 2012: ‘How can the Internet of things help to overcome current healthcare challenges’
- International Journal of Management Practice, 2012: ‘Familianness vs. family ownership & control: what is the impact on the performance of a firm? Evidences from the field’

- International Journal of Management Practice, vol. 5, N°2, pp. 149-169, 2012: ‘Resilience of a business: The case of Yellow Pages Directories’
- Journal of General Management, vol. 35 N°4 Summer 2010: ‘International market entry decisions: the role of local market factors’
- L’Expansion Management Review, N°137, pp. 28-34, 06/2010: ‘Misez sur des modèles d’affaires gagnants’
- Journal of Marketing Trends, vol. 1, N°1, pp. 59-65, 2010: ‘European marketing strategies: market related decision factors for the choice of entry mode’
- Cahiers de Friedland, 10/2009: ‘Look beyond your neighbor: a peer group analysis of the environment for SMEs across Europe’
- Qualitative Research in Financial Markets, 10/2009: ‘Are sovereign wealth funds "white knights?"’
- The Edge magazine, 09/2009: ‘Ask the experts’ column
- Talent Management Review (Thought leader), 10/2008: ‘Crossing the cultural divide’
- The Times Ascent, 03/2008: ‘Better knowledge capitalization means better HR’
- The Times Ascent 10/2007: ‘Key to win the war of talent’
- The Times Ascent, 09/2007: ‘Mindset: a powerful booster of the performance of an organisation’
- Financial Times, 04/2007: ‘The role of local market specificities in determining the optimal entry strategy’
- Strategic Communications Management, 04/2007: ‘Communications as a key determinant to successful mergers’
- Chief Talent Officer, 01/2007: ‘An attractive career development programme. The key to win the war of talent’
- Lettre de Stratégie ESCP-EAP, 10/2006 : ‘La culture d’entreprise : un facteur déterminant de la performance d’une organisation’
- World Business, spring 2002: ‘Network sharing for mobile telco operators: a risky remedy to debt burden?’
- Solid-State Electronics, vol. 40, issues 1-8, pp. 453-457, 1996: ‘Investigation of low power all-optical bistability in an InGaAs-InAlAs superlattice’
- Semiconductor Science and Technology, vol. 10, N°6, 1995: ‘Investigation of low-power all-optical bistability in an InGaAs-InAs superlattice’
- Applied Physics Letters, vol. 64, 1994: ‘Low power all-optical bistability in InGaAs-AlInAs superlattices: Demonstration of a wireless self-electro-optical effect device operating at 1.5 μm ’
- Le Journal de Physique IV, vol. 3, N°C5, 1993: ‘Low power all-optical bistability in InGaAs-AlInAs superlattices : demonstration of a wireless self-electro-optical effect device’

Case studies

- ‘Fast Forward: Making Dailymotion the video destination of choice’

- ‘Babolat: Innovation & Heritage in tennis’, registered at ECCH
- ‘Lenovo’s acquisition of IBM’s PC division’
- ‘The merger between Alliance-Unichem and Boots: what are the rationales?’
- ‘Dr. Oetker expansion strategy into the UK’, waiting for final approval for submission
- ‘Cellfish Media market entry strategy into the US’, waiting for final approval for submission

Conferences

- Strategy Management Society Conference, 2011, Miami
 - ‘Performance Dialogue: A Communication Model for Performance Improvement and Knowledge Dissemination’
 - Chairing paper session on Knowledge and Performance
- Strategy Management Society Conference, 2010, Rome
 - ‘Quantitative Management: a Critical Resource in Business Model Innovation: A Case of Business Transformation in a Multinational Pharmaceutical Company’
- 5th Conference On Performance Measurement And Management Control, 2009, Nice
 - ‘Performance dialogue: an innovative framework for the implementation of balanced scorecards’
- 9th Annual IFERA World Family Business Research Conference, 2009, Cyprus
 - ‘Market-driven” market entry strategies: a new framework for international market entry strategies of family businesses’
- Academy of Management 2008, Anaheim
 - ‘Shouldn’t performance measurement systems also contribute to improve performance...? An effective framework towards sustainable performance improvement’
 - ‘Organizational culture and performance: reviewing the evidence and proposing an integrated model’
- EURAM 2008, Ljubljana
 - ‘How to use performance measurement as a strategic weapon? A new framework for sustainable performance improvement’
 - ‘Corporate culture as an explaining factor of performance: examining the evidence’
 - ‘Toward a systematic process of organizational transformation: an integrated transformation framework’
- International Marketing Trends Congress, Venice, 2008
 - ‘European marketing strategies: market related decision factor for the choice of entry mode’
- Academy of Management 2007, Philadelphia
 - ‘A new framework for international market entry strategies: the role of

- local market factors in determining the optimal entry strategy mode’
- EURAM 2007, Paris
 - ‘Local economic characteristics and international entry strategies: an actionable framework’
- ACCS 2007, Bonn
 - ‘Market-driven market entry strategies: how local market specificities can influence international expansion strategies’

OTHERS

Peer-review journals

- Reviewer at California Management Review
- Reviewer at Journal of Management Studies

University Paris II Panthéon Assas

- Associate researcher, LARGEPA

College of Europe, Bruges

- Visiting professor of strategy and management

Board member, non-exec director

- Solaris Photonics
- InnoHealth
- 3H Partners
- Voted Product of the Year

Memberships

- Academy of Management
- Strategic Management Society
- Association Internationale de Management Stratégique
- British Society for the Philosophy of Science
- Association de Recherche Appliquée au Management des Org. de Santé
- Club des Normaliens dans l’Entreprise
- Insead Alumni Association