



Anne-Flore Maman Larraufie, Ph.D.

Engineer (Saint Cyr)-Master Research-Doctorate

Founder & Owner of SémioConsult
Academic Director at ESSEC Business School
Executive Director & Treasurer at Alliance Française of Venice

Expert in Branding, Consumer Behaviour & Semiotics

Contact

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36 years old - married

Education

- 2012 - Ph.D. in Business Administration & Doctorat en Sciences de Gestion, ESSEC Business School (Paris, France). Grade: Outstanding.
Dissertation title: "A Journey to the Centre of the World of Fashion and Luxury Counterfeiting: An Emic Perspective to Better Communicate with Consumers"
- 2009 - Advanced Master's in Business Administration Research, ESSEC Business School (Paris, France).
- 2006 - Advanced Master's in Strategy and Management of International Business, ESSEC Business School (Paris, France). Passed with merit.
Thesis title: "The Airlines Business in Travel Retail for Guerlain: The Step Beyond..."
- 2006 - Certificate of Advanced Studies in International Management, Thunderbird (Phoenix, USA).
- 2005 - General Engineering Degree, Ecole Spéciale Militaire de Saint-Cyr. Military Rank: Lieutenant.
Thesis title: "Distributed Simulation in the Frame of Network Centric Warfare"
- 2000-2002 - Scientific Preparatory Classes (Major in Mathematics), Lycée Sainte Geneviève (Versailles, France).
Thesis title: "Radiocarbon Dating of Prehistoric Paintings in the Chauvet Cave"

Areas of Expertise

- Strategic Brand Management, Made-in Effect, Consumer Behaviour, Luxury, Cross-cultural Issues & Communication, Counterfeiting.
- Qualitative research methodology, projective techniques, structural semiotic analysis.
- Delphi Studies.

Languages & Certificates

French: mother tongue / English: bilingual / Italian: fluent / German: read & written.

Certificates: TAGE-MAGE, GMAT, TOEIC, TOEFL, Cambridge Certificates.

Professional Experience

➤ Founder & Owner, SémioConsult, Paris, Vichy, Singapore & Venice_ – Since 2010

- Consulting missions in strategic brand management and brand positioning.
- Brand Identity definition.
- Ethnographic & netnographic studies of consumers.
- Semiotic studies.
- Assessment of counterfeiting impacts on consumer-based brand equity.
- Expertise on the luxury/premium sector.

SémioConsult is also an official training institute, providing custom-made training seminars to companies and official entities.

Some References: Illy, Chanel, Loro Piana, Krug, Salvatore Ferragamo, Sisley, ST Dupont, Ermenegildo Zegna, Pierre Fabre, Ipsen, Pernod Ricard, EyeLike, Savonneries de l'Atlantique, Champagne Collet, Groupe IGS, TravellerMade, Peplum, Il Viaggio, Beau, abcluxe.com, Kenneth Cobonpue, Dentelle de Calais-Caudry®, Australian Wine Research Institute, Hapyface.fr, Kalypse, ONU (OMPI), INPI, OMPIC, French Ministry of Economy...

➤ Academic Director, Advanced Master in Strategy & Management of International Business, ESSEC, Paris (France) & Singapore – Since Jan. 2015

The ESSEC's flagship advanced master, available on the three campuses (Cergy, La Defense & Singapore), and both in a full time and a part-time version, the last one being for executive people. Enrols around 200 students every year.

- Manages a team of program managers spread over the three campuses, including salesforce and admission team.
- Designs of the programs' curricula, including selection of Professors and Lecturers.
- Carries-on the relationships with Alumni and partner companies.
- Is responsible for students' and participants' satisfaction (measured through surveys), along with companies' one.
- In charge of Rankings and Accreditations strategies (QS: #3 Best master's in management worldwide, EdUniversal: #1 for 13 years)
- Designs and implements double degrees (currently Queen's University in Canada, Egade in Mexico, HSE in Russia, and Darla Moore in the USA and currently under discussion with King's College in the UK).
- Recruits students through the assessment of application files and interviews (~ 400 files received each year).
- Reports directly the Associate Deans of the School (one by Campus).

➤ Executive Director & Treasurer, Alliance Française de Venise, Venice (Italy) – Since Nov. 2019

As a Board Member, a mission to handle a transformation of the structure, in place of the Director.

- Responsible for budgeting, setting-up KPIs and managing change
- Handle close relationships with official structures of the City
- Designs partnerships with companies and private funders
- Creates the course offer & cultural program for the year
- Plans the strategic plan and mission, and ensures the marketing implementation of it
- Interacts regularly with the President (Robert Panhard), Vice-President (Agnès Schweitzer) and the rest of the Board
- Rethinks internal training and organizational structure

➤ Co-Academic Director, Master MIPC (Management des Industries de la Parfumerie et de la Cosmétique), ESSEC-ISIPCA-UCP, Cergy (France) – Since May 2016

- Handles the relationship with partner universities.
- Takes part to the recruitment process.
- Is responsible for the students' satisfaction.

➤ Associate Professor, Nova Business School, Lisbon (Portugal) – Since January 2019

- Teaching 'Luxury behind the Scene' including Luxury Business Models
- Director of master's Theses

- **Expert for Officine del Lusso Investment Fund, Roma (Italy) – Since 2017**
 - Assesses the candidates for the Fund
 - Consults & trains SMCs in the luxury craftsmanship sector, aiming at gaining strength to be listed on the stock exchange.

- **Academic Director, Master's in Management (= Grande Ecole), ESSEC Afrique-Atlantique, Rabat (Morocco) – 2017**
 - In charge of launching the main school program on the brand-new campus (still under construction at the beginning).
 - Managed the relationship with a partner school in Morocco (Ecole Centrale Casablanca).
 - Recruited students.
 - Designed the curriculum and selected professors.
 - Conducted administrative tasks in a start-up way (Intrapreneurial spirit).

- **Expert, abcluxe.com, Paris (France) – 2013-2017**

- **INPI Delegate for the EU and the UNO – 2011-2015**
 - Speaker at UNO Conferences on counterfeiting issues.
 - Supervised a study about the impact of counterfeiting on the Moroccan economy.

- **Junior Product Manager, Guerlain (LVMH Group), Paris (France) – 2006-2007**
 - Qualitative and quantitative studies on various products, including launchings.
 - Developed commercial tools: assortment lists, product sheets, animation-proposals, marketing books...
 - Initiated the reshape of the strategy towards the Airlines Business in Travel Retail.
 - Conducted a strategic analysis of the risk of parasitism.
 - Designed and wrote training booklets for retail managers and beauty advisors.

- **Communication and PR Delegate for Netcos Division, EADS, Ulm (Germany) – 2004**
 - In charge of economic intelligence and of project-coordination between the French, English, Italian, German and Spanish members of the Netcos division.
 - Responsible for Project planning and follow-up.
 - Presented of the prototype to official delegates during the Euronaval Show in Le Bourget, France.
 - Wrote a booklet to be used by future employees as a digital training tool.

- **Cadet Officer, 35ème Régiment d'Artillerie Parachutiste (Battalion of French Army Paratroopers), Tarbes (France) – 2003**
 - Responsible for a section during the initial training period. Work under pressure. Only woman as a NCO (Non-Commissioned Officer).

Professional Memberships

- **Traveller Made Luxury Travel Lab, Paris (France) / London (UK) / New York City (USA) – Since 2017**
Member of a think tank dedicated at designing the future of luxury travel.

- **Alliance Française de Venise, Venezia (Italy) – Since 2019**
Treasurer, with Robert Panhard as President.

- **Fondazione delle Arti, Venezia (Italy) – Since 2017**
Executive Advisor of an International Club to bring together the cultural and economic elite with a strong interest in Venice and using it as a focus for artistic events linked to the preservation of the city's historical and cultural heritage.

Current Academic Duties

- **ESSEC Business School, Paris (France) & Singapore – Since 2009**
- Grande Ecole/MiM: Semiotics & Communication.
- MS Strategy & Management of International Business: C-Centric Strategies (C~Client/Consumer) – Strategic Branding Bootcamp – Strategic Branding Audit Conduct – Marketing as a Tool for Strategy Design
- ESSEC Executive (AMP – The Business of Luxury): Semiotics of Luxury.

- **Ca' Foscari University, Venezia (Italy) – Since 2013**
- 'Made in Italy' Fashion through 150 years of Italian history.
- The History of Luxury through the History of Venice.
- Anticipating Trends in Luxury Consumption / Luxury Branding & Marketing (LVMH-Ca Foscari)

- **Visiting Professor: Istituto Marangoni (Paris, France), HEC Executive (Paris, France), ESCP-EAP (Paris, France), Shanghai University (Shanghai, China), EDHEC Business School (Paris, France), Thunderbird School of Global Management (Phoenix, USA), ENSAM (Bordeaux, France)**

Publications & Conference Proceedings

OFFICIAL REPORTS

- Study on Values Associated with Made in France by French and Foreign Consumers, for the French Ministry of Economy (DGCIS), Paris, 2014

OP-EDs

- Contrefaçon : dans la tête des acheteurs, in *Les Cahiers Français* vol. TBC, 2020
- Splendeur, décadence et renaissance du Made in France, in *Les Cahiers Français* vol. 413 « *Les nouveaux visages de la compétitivité* », Nov.-Dec. 2019
- Situazione in Francia / Gillet Gialle & Crisi Economica, on TV7, April 2019
- Une Saint-Cyrienne au parcours atypique et extraordinaire _ entretien avec Anne Flore Maman, R. Barkausen, in *MonCapitaine.com*, March 2019
- Anne-Flore Maman Larraufie empowers, in *Les Interviews Empowers* on Empowering.blogspot.co.uk (2 Feb. 2018)
- Education in French Grande Écoles: A Revolution in Progress, in *Servir* (Dec. 2017)
- Made in France: a question of perception?, in *Reflets* (Jun-July 2017)
- White Collar Workers and Training – A Love & Hate Relationship, in *Courrier Cadres* (29 March 2017)
- Brexit: A Management Mistake? in *Courrier Cadres* (4 July 2016)
- When Passion Becomes some HR Criterion, in *Courrier Cadres* (31 March 2016)
- French White-Collar Workers: Should you Stress your Made in France? in *Courrier Cadres* (10 Nov 2015)
- From Guer to La Défense via Saint Honoré, in *Le Casoar* (Oct. 2015)
- Cultural Intelligence: An Asset When Going International, in *Courrier Cadres* (9 Oct. 2015)
- Two Worlds Not Speaking to Each Other (Luxury & Crafts), in *Journal des Grandes Écoles* (Sept. 2015)
- White Collar Workers: Become your Own Brand! in *Courrier Cadres* (29 June 2015)

- Why Should Companies Invest in Academic Trainings Specialized in International Business Conduct, in *l'Usine Nouvelle* (22 June 2015)
- The Necessity of Refocusing upon Materials in Fashion and Luxury Management Courses, in *l'Usine Nouvelle* (10 March 2015)
- Why French Luxury Companies Should Take Care of French Consumers, in *l'Usine Nouvelle* (23 Sept. 2014)
- Going for Made in France? article 'Expert's Advice' in *Reflets* (April-May 2014)
- The Need for Clarification in 'Made In' Labels, in *l'Usine Nouvelle* (14 April 2014)
- The Confusion Between the Brand 'France' and 'Made in France', in *abcluxe.com* (25 March 2014)
- Why France Should Invest in the Luxury Industry, in *l'Usine Nouvelle* (5 Jan. 2014)
- The Made in Effect on Consumers' Behaviours, in *l'Usine Nouvelle* (20 Dec. 2013)

RESEARCH PAPERS

- Maman (2018), "First Insights on Peruvian Luxury Consumers", *Journal of Business & Economics*, 6
- Maman & Ulrich (2018), "Communication Strategies Used to Promote a 'Made In' and 'Terroir' Culture - The Case of France", *Journal of International Business Research and Marketing*, 3 (5)
- Maman & Berrotea (2018), "Selling Luxury Brands in Online Private Sales Multibrand Retailers - An Exploratory Study of Consumers' Perspective", *Chinese Business Review*
- Maman (2017), "Ingredient Branding to Build a Luxury Cluster-the Case of Calais Lace", *Journal of Textile Engineering & Fashion Technology*, 2 (3)
- Maman (2015), "The Experiential Aspect of Purchasing Non-Deceptive Luxury Counterfeits - When Sense Meets Sensibility", *Decisions Marketing*, 80
- Maman (2014), "Making Consumers Switch from Counterfeit to Genuine Luxury", *European Retail Research*, 28 (1), 1-26
- Maman, Gromova & Vignolles (2014), "Group Buying Websites as a Communication Tool", *The International Journal of Marketing Principles and Practices*, 5 (1), 6-21
- Maman & Kourdoughli (2014), "The E-semiotics of Luxury", *Journal of Global Fashion Management*, 5 (3) / **Best paper Award**
- Maman (2014) "Qualitative Consumer & Marketing Research", *Journal of Product and Brand Management*, 23 (4)
- Ozcan, Maman & Turk (2012), "Consumer Attitudes Toward Counterfeited Products: Three Country Analysis", *The Journal of Euromarketing*, 21 (2-3).
- Maman, (2011) "Memorable Customer Experiences - A Research Anthology", *Journal of Consumer Marketing*, 28 (3), 241 - 242.

BOOK CHAPTERS

- Maman Larraufie (2019), "Defining a New Concept in Luxury Tourism & Travel Industries Using a Delphi Study - The Case of Haute Villégiature" in *The Art and Science of Luxury - An Asian Perspective* by S.K. Reddy & J.K. Han, LVMH-SMU

- Maman Larraufie & Lui (2018), "How Do Western Luxury Consumers Relate with Virtual Rarity and Sustainable Consumption?" in *Emerging Issues in Global Marketing* by J. Agarwal & T. Wu, Springer
- Maman & D'Andrea (2016), "Multicultural Human Capital in Luxury Companies" in *Luxusmarkenmanagement* by W.M. Thiene, Springer, Germany.
- Maman & Talbi (2016), "Food Retailing in Remote Areas: Lessons from The French Polynesia Case Study", in *A Stakeholder Approach to Managing Food* by A. Lindgreen, M. Hingley, R. Angell, J. Memery & J. Vanhamme, Gower Publishing Ltd, UK.
- Maman & Sommer (Sept. 2015), "Motivations Behind Becoming a Blogger & their Business Implications - The Case of Fashion", in *Capturing, Analysing, and Managing Word-of-Mouth in the Digital Marketplace*, IGI Global
- Maman (Nov. 2014), "The Counterfeit Timer", in *The Management of Luxury*, Pilgrim
- Maman & Depigny (Nov. 2014), "Managing Price Fluctuation of Raw Materials in Luxury: The Case of Gold in High-Jewellery", in *The Management of Luxury*, Palgram

CASE STUDIES

- "Route du Rhum & Image de la Guadeloupe - Impact d'un événement sur l'image d'une destination touristique", CCMP, Paris, July 2013
- "Schobrunn - Gestion de Marque en Chine" (Schobrunn - Brand Management in China), CCMP, Paris, Sept 2012

Press Review

- "Cupra sort sa griffe", C. Mabru, *Sport & Style*, Dec. 2018
- « Venise vaut bien une danse », *Point de vue*, 14 August 2018
- « Tisseurs de rêves, le voyage en démesure », B. Menu, *Le Figaro*, 24 April 2018
- « Un nouveau concept : la Haute Villégiature », in *PagTour*, 16 April 2018
- "Some luxury hoteliers convene in Deauville for Traveller Made", in *Girl ahead*, 27 March 2018
- « La démesure des voyages sur mesure », in *Le Soir*, 21 March 2018
- "Abram alas para a "Haute-Villégiature", in *Estadão*, 20 March 2018
- "Traveller Made: focus sull' "Haute-Façon", in *Travel Quotidiano*, 20 March 2018
- "Venice and Luxury: A Tale of Innovation", in *Luxe à Venise*, on luxeavenise.altervista.org, 14 February 2018

- « Mode, arts, cuisine... Paris s'enflame pour l'Afrique », S. O'Brien, *Le Figaro Madame*, 11 May 2017
- « Le luxe au-delà du luxe », F. de Poligny, *LaQuotidienne.fr*, 8 March 2017
- « Luxe, luxe et volupté normandes », Peplum, *Le Monde*, 28 Feb. 2017
- « Contrefaçon : un nouveau regard sur le comportement irrationnel des consommateurs », P. Collier, *Contrefaçon Riposte*, 12 Jan. 2017
- « Aux marches du Palais », C. Mabrut, *Sport & Style*, 69, Dec. 2015
- "Instagram, lo scatto del nuovo glamour: come il social fotografico ha cambiato la moda", F. Pierantozzi, *Il Messaggero.it*, 3 Sept. 2015
- « Dentelle de Calais-Caudry : Romain Lescroart explique le nouveau label », *La Voix du Nord*, Sept. 2015
- « Contrefaçon – Le luxe fourbit ses armes », C. Trinquier, *Formes de Luxe*, March 2015
- « Ces stratèges de l'ombre préparent l'avenir du luxe », P. Dupont, *Capital*, Hors-Série Jan. – Feb. 2015
- « La journée internationale du luxe organisée par Ubifrance », M. Panigada, *abcluxe.com*, 2 Dec. 2014
- « Pourquoi people et marques de luxe ne jurent plus que par Instagram », C. Mabrut, *Le Figaro Madame*, 24 Sept. 2014
- « Quelle(s) valeur(s) pour le Made in France ? » *L'Observatoire des Cosmétiques*, 23 Sept. 2014
- « La filière luxe en Dordogne, un atout de développement économique du territoire », CH. Yard, *Aqui!* 14 Feb. 2014
- « OFG le label qui contente les entreprises », S. de Courtivron, *Perspectives Entrepreneurs*, Jan. 2014
- « A l'école du raffinement », C. Trinquier, *Formes de Luxe*, Nov. 2013
- « Les hôtels de luxe très appréciés par les bijoutiers », M. Bartnik, *Le Figaro*, 1 Aug. 2013
- « Le 'Made in France' ira mûrir à l'étranger », B. de Volontat, *20 Minutes*, 25 April. 2013
- « Comment rester au top ? », C. Mabrut, *Sport & Style*, Nov. 2012
- « Comment les entreprises se font un nom ? », L. Lejeune, *Libération*, 29 Oct. 2012
- « Quatre complices en contrefaçon », J.-Ph. D, *Objectif Aquitaine* (203), Oct. 2012
- « L'étiquetage 'Produit en France' est-il vendeur ? », Forum-Débat, *Réussir Aviculture* (174), March 2012
- « Le Made In est devenu une marque », C. Galbrun, *Réussir Vigne* (182), Feb. 2012
- « Le Made in France fait-il vendre ? », V. Leboucq, *Les Echos*, 9 Jan. 2012
In English: <http://worldcrunch.com/business-finance/the-allure-and-limits-of-the-made-in-france-label/c2s4454/#.UD0G2cEaMTA>
- « Contrefaçon : les premiers chiffres d'un mal endémique », A.G., *L'Economiste*, 8 Dec. 2011
- « La contrefaçon prend du poids », M. Mounjid, *Le Soir-Echos*, 6 Dec. 2011

Academic Journals Board Member & Reviewer

- Journal of Global Fashion Marketing (member of the Editorial Board)
- Luxury Research Journal (member of the Editorial Board)
- Journal of Consumer Marketing (member of the Editorial Board)
- Journal of Euromarketing (reviewer)
- Journal of Qualitative Research (reviewer)

- Journal of Product and Brand Management (reviewer)

Passions & Leisure

- Dancing – Classical Ballet Dancer (33 years of practice)
- Singing – Lessons of lyric singing (Musicals, Opera) with Fleur Mino
- Reading – Member of the Alexandre Dumas’s Friends Society
- Opera and Classical Music – Member of Fedora
- Sociology of Fashion and its Symbolic Meanings throughout History

Social Involvement

- Online Community Manager for the Secours Catholique, Allier
- Member of the French Comity for Saving Venice – Funding activities to restore the Royal Palace on Saint Mark’s Square