

Dr. Michaela Merk
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47 years old
Nationality : German / French
Trilingual : German/French/English
PhD Université Paris 1 - Sorbonne

Summary & competencies

During the past 15 years, Michaela Merk was teaching **seminars in luxury and intercultural management, as well as leadership and presentation skills** in reputed academic institutions in France and abroad (ESSEC, Sciences Po Paris, IFM, University St Gallen, EM Lyon etc.).

Michaela is associate **professor of marketing with specialization on luxury management** and holds a **Ph.D. degree** in marketing/retailing from the **Doctoral School of Paris** (Sorbonne & HEC). Thanks to her expertise in the luxury sector, her managerial qualities and her passion for transmission, Michaela Merk developed and managed the **dual degree Master of Science in Global Luxury and Management at SKEMA Business School** in partnership with North Carolina State University. She published books and articles in **ranked academic journals** in relationship and luxury sales force management.

In parallel, she manages the consulting and training company Merk Vision, specialized in client experience for the **luxury, fashion, spirits and cosmetics** sector. Thanks to her international profile and expertise she trains top executives of leading luxury houses. As **professional keynote speaker**, she frequently speaks at **international conferences**. She is closely related to the **champagne business** as board member of the Champagne Group Lanson BCC.

Previously, she held top management functions for leading brands and retailers such as **L'Oréal's luxury division** (Marketing Director), **Marionnaud / AS Watson**, and **Estée Lauder Companies** (General Management), coordinating up to 1000 salespeople.

Academic experience

2019- today	Sciences Po Paris Lecturing Professor in Luxury and intercultural Management (MSc New Luxury & Art de Vivre/ MSc Marketing and Communications)	Paris, France
2017-2019	Skema Business School Associate Professor of Marketing and Luxury Management (220h teaching/year) Director MSc Global Luxury and Management (GLAM) in partnership with North Carolina State University; (tripled the number of applicants/ top 5 Eduniversal ranking) Ambassador Professor for LVMH Group	Paris, France
2015-2019	University St Gallen 48h seminar "Manager des marques de luxe" (Master of Science Marketing)	St Gallen, Suisse
2012-2019	Sorbonne Graduate Business School, Chaire Marques et Valeurs	Paris, France
2014-2017	Université Paris Dauphine Associate Professor in Luxury-, Digital- and International Marketing Development of executive certificate in Luxury Brand, Retail and Digital Management	Paris, France
2004-2017	ESSEC Business School Seminars at Master Marketing Management (MSMM), International Business (SMIB), Executive education Grande Ecole 75h in international marketing, luxury retailing, Thesis supervision, Case studies	Paris, France
2009-2017	International University of Monaco (IUM) Seminar in « Luxury brand management and communication » (MBA : 30h / an)	Monaco
2010-2017	IFM (Institut Français de la Mode) Seminars in luxury marketing, retailing, digital management	Paris, France
2010 - 2017	Sup de Luxe Seminars in luxury retail, digital and cosmetics management	Paris, France

	(Specialized and Global MBA)	
2009-2016	EM Lyon/ East China Normal University Seminar: Managing in Asia/ Luxury digital communication (Executive MBA/ Master)	Shanghai/ Lyon
2012-2016	Ecole Supérieure des Affaires Seminar « Luxury Brand Creation and Launch strategies » (MBA executive : 20h / an)	Beyrouth, Liban
2009-2016	MUNICH Business School Seminar « Luxury Brand and Retail management » (MBA : 16h)	Munich, Germany
2009-2012	Sorbonne Business School (IAE Paris – HEC, Sorbonne) PhD in Marketing (<i>Strengthening Sales force- Brand Relationships: A new management tool for retailers?</i>)	Paris, France

Teaching experience / Courses

- Luxury Evolution, Codes and Company strategies
- Luxury Brand Creation and Marketing Management
- The Secrets of Luxury Brands
- Luxury Retail and Sales Management
- Experiential Luxury and Service excellence
- Relationship Intelligence: The secret of making client experience memorable
- Luxury cosmetics management
- Luxury Sales Force management
- Luxury Client Experience
- International Marketing Management
- Intercultural Management
- How to pitch and negotiate: professionalize your speaking skills
- Leadership challenges 2030: How to stabilize companies in times of change?

All courses have been tested and given to Master, MBA or Executive students and received satisfaction rates between 98 – 100% (official qualitative and quantitative evaluations can be provided upon request).

Publications & Academic Conferences

Books

MERK M., (2015), *Manager les vendeurs du luxe : Stratégies pour créer des ambassadeurs de marque*, Dunod, pp 266

MERK M., (2014), *Luxury Sales Force Management : Strategies for winning over your brand ambassadors*, Pelgrave MacMillan, pp 213

Chapters

MERK M. (2017), « Valeur crée par les marques », dans MICHEL G., *Au cœur de la marque*, Dunod

MERK M. (2013), « Appréhender la relation marque-vendeur comme un facteur de motivation », dans MICHEL G., *Management Transversale de la marque*, Dunod, pp 101 - 111

MERK M., (2013), « Les théories interculturelles du management : cas d'entreprise », dans : BARABEL M., MEIER O., TEBOUL T., *Les Fondamentaux du Management*, Dunod, pp 164-177

MERK M., (2008), « The Beauty market and L'Oréal », dans : RAJU M.S., XARDEL D., *Marketing Management : International Perspectives*, Vijay Editions, pp 305-319

Articles and Cases

MERK M., MICHEL G. (2019), "The dark side of salesperson brand identification in the luxury sector: When brand orientation generates management issues and negative customer perception", *JOURNAL of BUSINESS RESEARCH*, pp 339-352 (Finalist to Syntec/ Fnege price for business relevancy)

MERK M., MICHEL G., EROGLU S., (2015), « Salesperson-Brand Relationship: Main dimensions and impact within the context of private brand retailing », *JOURNAL OF PERSONAL SELLING AND SALES MANAGEMENT* (published)

MERK M. (2015), "Maitriser l'évolution du luxury retail à l'ère digitale", *e-Commerce Mag*

MERK M., (2014) « Les trois challenges de l'e-commerce », *LA REVUE DES MARQUES*, pp 18-21

ESSEC Case Study : « Lacoste – the crocodile sells online », CCMP and ECCH

Conferences

Luxury Symposium Monaco 2018, "The dangers of strong salesperson-brand relationships in the luxury sector", 13.4.2018

CEIBS Congress, Shanghai 2016 : « Luxury Sales Force Management in times of change »

AFM Congress, La Rochelle 2013: « Measuring Sales Force – Private Brand Relationships: A new management strategy for retailers

International Research Congress « Brands and Values » Sorbonne Business School, Paris 2012 : Sales Force Brand Relationship: What is it ? How to measure it ? What factors influence it?

10th International Marketing Trends Conference ESCP, Paris 2011: Analyzing the impact of sales force motivation upon customer loyalty and new brand success

Over 100 Top management conferences for leading luxury brands and groups (L'Oréal Luxe, LVMH, Richemont, Hotels Four Seasons, Chalhoub Group etc.) related to Luxury management topics as keynote speaker and trainer

Professional Experience

Since 2016	LANSON BBC – CHAMPAGNE Group Member of the board Strategic advisory function with particular focus on luxury and marketing issues Honors as « Chevalière de l'ordre des coteaux de champagne »	Reims, France
Since 2009	MERK-VISION (www.merk-vision.com) Founder and General Manager Conferences, Consulting & Training in the luxury, cosmetics, spirits and fashion sector; <u>Fields of expertise</u> <ul style="list-style-type: none">▪ Brand strategy▪ Retailing (online & offline)▪ Management (Sales team management, Retail Management)▪ International keynotes <u>Selected clients</u> <ul style="list-style-type: none">▪ Chanel, LVMH, Rolex, L'Oréal, Four Seasons, LVMH, Hermès, Chalhoub Group etc.	Paris, France
2008 /2010	ESTÉE LAUDER COMPANIES/ BOBBI BROWN General Manager Germany <ul style="list-style-type: none">▪ Member of executive board▪ Assumed responsibility over Sales, Marketing, Communication, PR, Training, Internet▪ Managed of a team of 100 (e.g, marketing, makeup artists, sales representatives)▪ Expanded the brand to 60 perfumery and department stores, 10 shop-in-shop openings	Munich, Germany
2007/2008	MARIONNAUD / AS WATSON International Marketing Manager Private Label <ul style="list-style-type: none">▪ Development of a complete organic skincare range (25 SKUs), a bath and accessory line▪ Elaboration of the launch strategy for the introduction in 14 countries/ 1300 stores: PR, advertisement, training, pricing, media (online, offline), merchandising...	Paris, France
2005/2008	Category Manager Skincare/ Makeup <ul style="list-style-type: none">▪ Negotiation and elaboration of marketing plans in cooperation with all brands in the beauty sector▪ Identification and introduction of over 15 exclusive brands▪ Major contribution to the new store concept of Marionnaud and opening of boutiques	
2003/2005	L'ORÉAL LUXURY PRODUCTS DIVISION <i>International Trade/ Event Marketing Manager Biotherm</i>	Paris, France
2002/2003	<i>Product Manager Travel Retail Europe</i>	
2000/2002	<i>Product Manager Helena Rubinstein France</i>	
1999/2000	<i>Sales Representative Helena Rubinstein France</i>	

Education

2013	QUALIFICATION CNU (national council of universities)	
2009-2012	SORBONNE BUSINESS SCHOOL/ HEC Ph.D. in Marketing (Strengthening sales force – private brand relationships: A new management strategy for retailers?)	Paris, France
1998-1999	ESSEC Business School <i>Specialist Master in Marketing Management</i>	Paris, France
	UNIVERSITY of PASSAU	Passau, Germany

1992-1998	<i>Diploma of international business & culture, specialization on Asia Traineeships in Singapore, Malaysia and Indonesia</i>	Southeast Asia
	SORBONNE & PARIS DAUPHINE / LANGUES ORIENTALES	Paris, France
1994-1995	<i>Diplôme de langue et civilisation française & Studies in Asian Culture and Languages</i>	
	GAJAH MADAH	Yogyakarta, Indonesia
1993	<i>Studies of Indonesian Language</i>	
1983-1992	MARY WARD School (Abitur / Bachelor)	Augsburg, Germany

Languages

Trilingual: **German** (native), **French** (25 years living in France), **English** (since an age of 4)
 Fluent: Spanish, Indonesian (good), Italian (notions)

Personal

Associations : AFCP (Association Française des Conférenciers Professionnels), ESSEC Luxury Club, L'Oreal Alumni, PWN (Professional Women's Network), Ordre des Coteaux de Champagne

Hobbies: Competitions: Gymnastics (5 x German Champion in Team), athletics, skiing, swimming
 Acting (on-stage and voice training)
 Traveling (over 80 countries, mainly self organized expeditions), Photography (expositions)
 Documentary Films, Other activities: biking, golf, diving, tennis, singing