

**Brouard Joëlle**  
**French**

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**Permanent Professor**  
**School of Wine & Spirits Business**  
**Head of "Mastère Spécialisé Commerce International des Vins et Spiritueux"**  
**Department of Wine Management**

## EDUCATION AND DEGREES

|      |                                            |
|------|--------------------------------------------|
| 1994 | ITP International Teaching Programm Insead |
| 1977 | DESCAF ESCAE Dijon France                  |

## WORK EXPERIENCE

### Academic activities

|          |                                                                                                                          |
|----------|--------------------------------------------------------------------------------------------------------------------------|
| 1988-... | Head of "Mastère Spécialisé Commerce International des Vins et Spiritueux"<br>Burgundy School of Business, Dijon, France |
| 1977-... | Professor in Marketing<br>Burgundy School of Business, Dijon, France                                                     |

### Consulting activities

|           |                                                            |
|-----------|------------------------------------------------------------|
| 2000-2006 | Associate Director<br>Food and Wine Concept Agency France, |
| 1977-2000 | Associate Director<br>AGIRE Agency, France                 |

## TEACHING

### Teaching interests

- Marketing
- Wine Marketing
- Audit Marketing
- New product
- Clustering in wine industry

### Teaching languages

- French

### **Levels of teaching**

- Bachelor
- Master
- Postgraduate
- Executive Education

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| <b>SCIENTIFIC ACTIVITIES</b> |
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- |           |                                      |
|-----------|--------------------------------------|
| 2013-...  | School of Wine & Spirits Business    |
| 2007-2013 | Head of the Wine Management Institut |

### **Research interests**

- Marketing
- Wine marketing
- Terroir and territory
- Export
- Clustering in wine industry
- Digital marketing in wine

### **Contribution to the scientific community**

- Scientific committee EuAwe (European Association of Wine Economics)
- Scientific committee Chaire Unesco Culture et tradition du vin
- Scientific committee Vitae (Vins de terroirs et amateurs éclairés)