**Some Members of the Teaching Staff**

**Gilles Auguste,** a graduate of IEP, he worked for many years as a consultant with Bossard Consultants, then he became HR manager of Cartier. He is now a consultant and a teacher and is the co-author of “Luxury talent Management” (Palgrave Macmillan, London, 2013)

**Jean Barthélemy**, a graduate of HEC has a MS from Carnegie Mellon. He was successfully General Manager of Bluebell Japan and Chairman of Givenchy Japan and Balmain Japan. Based in Tokyo, he is now a consultant specializing in the set up of European companies in Japan. He is a visiting Professor at Waseda University.

**Michel Chevalier,**  a graduate of HEC, has an MBA from Harvard Business School and has a PhD from Harvard University. He started his career at the Boston Consulting group, Boston, he then worked in mass market consumer goods. Later he was General Manager of Paco Rabanne Perfumes and Chairman of Paco Rabanne Fashion. Finally he became Executive Vice President of Bluebell Asia Ltd in Japan and Hong Kong.

**Michel Gutsatz**, an Engineer from Ecole des Mines and a PhD in economics, Michel Gutsatz has been at the same time in the academic world: Founder and Manager of the ESSEC Luxury MBA, he has also been a university professor at Aix en Provence University; and in business: he was HR manager of the Bally Group and he is the founder of the consulting firm The Scriptorium. He is the co-author of “Luxury retail management” (Wiley and son, Singapore, 2013) and “Luxury talent Management” (Palgrave McMillan, London, 2013)

**Pierre Xiao Lu,** an Assistant Professor at Fudan University, Pierre Xiao Lu has a PhD from ESSEC. A consultant for Lacoste and many luxury brands in China, he is the author of “Elite China”, published by Wiley and the Co-author of “Luxury China”, also from Wiley

**Michaela Merck,**  a graduate from Passau Universität and Essec, she has a PhD from la Sorbonne University. She worked successfully for Estée Lauder and L’Oréal and is now the founder and owner of the consulting firm Merck Vision. She is the author of several books on sales force management.

**Florence Tesseron,** a graduate of EDC Paris, she is in charge of merchandising and store planning at the Printemps department stores chain in Paris. She teaches in merchandising and visual merchandising.

**Alain Viot,** a graduate of ESSEC, has developed a career with Cartier where he became president of Cartier USA and then Business development Group Director based in London. He was Consejero Delegado of LLadro, and Chaiman of Weston. He is an expert in brand development and strategies.

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