



Laurie Ann UNDERWOOD

Ph.D. in International Negotiation and Sales Management

Senior Professor of Practice, Marketing

Major Coordinator

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EDUCATION

- 2019** Ph.D. in International Negotiation and Sales Management, Grenoble Ecole of Management (GEM), France
- 2011** Other, Sales and Marketing, Marketing (Chief Marketing Officer Certificate program), China Europe International Business School, China
- 2003** Master, Business Administration, Business, China Europe International Business School, China

PROFESSIONAL CERTIFICATION

- 2019** Doctorate in Business Administration, Grenoble Ecole of Management (GEM), France

RESEARCH INTERESTS

International Negotiation, Sustainability

PROFESSIONAL EXPERIENCE

ACADEMIC:

- 2022 - Present** Sr Professor of Practice, IÉSEG School of Management, France
- 2022 - 2022** Adjunct Professor, China Europe International Business School, China
- 2021 - 2022** Adjunct Professor, EM Lyon, Shanghai, China
- 2020 - 2021** Adjunct Professor, Kedge Business School, Shanghai, China
- 2019 - 2021** Adjunct Professor, New York University, Shanghai, China
- 2019 - 2022** Adjunct Professor, International Business School Suzhou, Suzhou, China

PROFESSIONAL:

- 2014 - 2019** Director of Communications Asia Pacific, Air Liquide, Shanghai, China
- 2013 - 2014** Director of Marketing & Communications, Asia, MRIC, Shanghai, China
- 2011 - 2013** Country Communications & Branding Manager, DKSH, Shanghai, China

CONSULTING EXPERIENCE

2019 - 2022 Sr Consultant, Sino Associates, China

COURSES TAUGHT

- Global brand management (6 cohorts), Grande ecole (bachelor cycle)
- Communications marketing, Grande ecole (master cycle)
- Marketing management, Bachelor in international business
- Market research (2 cohorts), Bachelor in international business
- Advanced marketing mix, Grande ecole (master cycle)

INTELLECTUAL CONTRIBUTIONS

Books

Published

Underwood L., (2020), *China CEO II*, 9781119583431, John Wiley & Sons, Inc.