

## MARIE TAILLARD

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### EDUCATION

#### **PhD, Linguistics, University College London, London (2005)**

Thesis, entitled *The Balancing Act of Persuasion, a Relevance-Theoretic Perspective*, develops a comprehensive model of persuasion based on current research in linguistics, psychology, philosophy, anthropology and consumer behavior with proposed applications to marketing.

#### **MBA, Columbia Business School, New York (1990)**

Double Major in Marketing and Finance

#### **MA, Linguistics, University of Southern California, Los Angeles (1981)**

Masters' Thesis: *Ambiguity and Vagueness*.

#### **BA, Linguistics, University of Southern California, Los Angeles (1978)**

### PROFESSIONAL CERTIFICATION

**Senior Practitioner in Executive Coaching, European Mentoring and Coaching Council, Tavistock and Portman NHS Trust, UK (2009)**

### ACADEMIC EMPLOYMENT

#### **ESCP BUSINESS SCHOOL (2006 to present)**

Dean, London Campus (interim) – (Sep. 2025 to present)

Head of Faculty – UK (Sep. 2022 to Aug. 2025)

Associate Dean for Executive Education – UK (Sep. 2021 to Sep. 2022)

L'Oréal Professor of Creativity Marketing (Full Professor since 2016)

Director Creativity Marketing Centre (2013 to present)

Previously Associate Professor (2010-2016), Assistant Professor (2007-2010) and Affiliate Professor (2006-2007)

### CAMPUS LEADERSHIP POSITIONS AT ESCP BUSINESS SCHOOL

#### **Dean, London Campus (interim) – (Sep. 2025 to present)**

Stepped in to replace outgoing Dean. Lead all campus operations to ensure delivery of programmes and other academic activities. Oversee administrative and financial performance.

Manage team of 80+ UK employees within complex organisational structure. Represent London Campus with all internal and external stakeholders. Member of the School Executive Committee

#### **Elected Head of Faculty, London Campus (2022-2025)**

Deputy to Campus Dean for all faculty affairs, member of the Senior Management Board. Chair of the Faculty Leaders Group and Campus Faculty Advisory Committee. Member of the European Faculty Advisory Committee. Responsible for faculty recruitment and career progression

**Associate Dean for Executive Education – UK (2021-2022)**

**Academic Director, Executive MBA – UK**

Lead the School's UK-based executive education division through a digital transformation and repositioning strategy in line with the School's federal executive education strategy. Developed new Executive Master in Future Energy and several multinational custom programmes.

**Elected Head of Faculty, London Campus (2017-2021)**

Senior faculty leader on London Campus, managing faculty recruitment, career development and performance. Represent the London Campus on the European Faculty Advisory Committee, the governing body for faculty members on ESCP's five campuses.

**Elected Member European Teaching and Learning Committee (2012-2014)**

Eight-member faculty committee which reviews and validates all new courses, electives and options for the five campuses of ESCP.

**UK Marketing Director (2007-2009)**

Member of School's Marketing and Communications Committee.

Member of School's Branding Subcommittee (through School's rebranding process).

Strategic leadership for all UK marketing activities including branding, recruitment and admissions, program development, career management, alumni services and special events.

**PROGRAMME LEADERSHIP POSITIONS AT ESCP BUSINESS SCHOOL**

**Founder and Director, MSc in Marketing and Creativity (2009 to 2017)**

**Academic Director, Executive Masters in Marketing and Creativity (2013 to 2015)**

Developed and launched an innovative graduate programme on Creativity Marketing to equip future marketing professionals with key analytical and creative skills to face dynamic challenges and opportunities. Programme is now in its ninth year.

Responsibilities have included programme concept development, market research, curriculum development, faculty recruitment, programme marketing, internal and external accreditation, recruitment, admissions and student life. The programme was accredited as MSc by the Conférence des Grandes Écoles in February 2013.

Launched a part-time Executive Master in Marketing and Creativity in 2013.

**Academic Director, Executive MBA USA Seminar (2015-2017)**

**Course Director, Master in European Business (September 2007 to July 2008)**

**TEACHING AT ESCP BUSINESS SCHOOL**

**Postgraduate Teaching**

Develop and teach a range of core and elective Marketing courses to postgraduate students in several ESCP Europe programmes. All courses are taught using a combination of lectures, case discussions, class exercises and projects.

***Courses taught include:***

Marketing Management

Consumer Behaviour

Introduction to Creativity Marketing

Art and Science of Creativity

Consumers and Consumer Value

Creative Thinking

Omichannel Strategies

International Marketing  
New Product Development  
Integrated Marketing Communications  
Digital Marketing and Social Media  
Raising the Pyramid (Base of the Pyramid marketing)  
Marketing Management for the Hospitality Industry

Shortlisted by Times Higher Education as Most Innovative Teacher of the Year (2025) – results to be announced on 13 November 2025

### **Executive Education Design and Teaching:**

**Academic Director (2025) – Holdal High Potential Leadership Programme (on behalf of ESA Business School)**

**Academic Director (2024-2025) – Azadea High Potential Leadership Programme (on behalf of ESA Business School)**

**Academic Director (2023-2024) – Chalhoub High Potential Leadership Programme (on behalf of ESA Business School)**

**Academic Director (2021-2024) – GSK Marketing Ahead Together, GSK General Medicine Ahead Together, GSK Shingrix Leadership Team, GSK Arexvy Leadership Team:** Design and delivery of executive development programs for emerging market teams (leadership, marketing, digital transformation, omnichannel strategies, customer centricity)

**Academic Director (2018-present) – LVMH TEAMS Forum:** Design and delivery of ongoing senior executive development program (2-3 sessions per year) focused on organizational change towards increased team collaboration. Audience include brand CEOs/CMOs/CFOs, regional MDs. Program includes follow-up executive coaching with participants.

Teach in the ESCP Europe Executive MBA, Executive Master in Marketing and Creativity, Executive Master in Marketing and Communications, Executive Master in Business Consulting and Executive Master in Hospitality Management.

Deliver highly-rated customised executive education sessions for corporate clients including Savencia, Orange France Telecom, Novartis, 3M, Pfizer Animal Health, Groupama Insurance.

Customized executive programs on Marketing and Creativity, Digital Marketing and Social Media, Customer-Centric Approaches to Marketing, Innovation and New Business Models, Design Thinking, and Co-Creation and Ecosystems.

Certified LEGO Serious Play Facilitator. Applications to Creativity, Consumer Insights, New Business Models and Design Thinking.

**Participant, Colloquium on Participant-Centered Learning, Harvard Business School** Programme on effective case-based course development and teaching.

### **RESEARCH AT ESCP BUSINESS SCHOOL**

**Director, Creativity Marketing Centre @ ESCP Europe (2013 to present)**

Development and launch of a research centre on Creativity Marketing, offering a platform and events for academic and corporate partners to develop and exchange new theory, applications and best practice. Addresses marketers' challenges such as digitization, commoditization, channel

fragmentation and global competition, and opportunities such as data proliferation, co-creation, ecosystem development, consumer engagement, and emerging market dynamism. Organized conferences on Big Data and Creativity, and Consumer Creativity.

**Academic Research Output (see details below)**

## **INDUSTRY EXPERIENCE**

### **Executive Coach (2017-present)**

#### **London, New York, Paris**

Executive coaching services to a variety of C-level senior executives worldwide. I combine my rich industry and academic experience, my background as a linguist, and my training as a psychodynamic executive coach to provide highly focused, pragmatic and action-oriented coaching services to individuals seeking ongoing support in their leadership and management practices.

### **Consulting services (2010-present)**

#### **London, New York, Paris**

Lead consulting engagements across sectors including pharmaceutical, FMCG, retail, hospitality and luxury.

## **COUNCIL ON INTERNATIONAL EDUCATIONAL EXCHANGE,**

### **New York**

#### **Vice President, Marketing and Product Development, Council Travel (1997-98)**

#### **Director, Marketing and Product Development, Council Travel (1996-97)**

Led marketing efforts in successfully turning around the travel division of this leading international educational exchange organization, resulting in \$200 million in annual sales through a network of 65 owned travel agencies and a national call centre. Developed and implemented a strategy to reframe the travel brand supported by a \$1 million cooperative national print advertising campaign, a marketing force of student representatives on 130 college campuses and an integrated online presence. Further supported the turnaround by negotiating and introducing a powerful product development strategy including a comprehensive preferred-supplier program.

## **AMERICAN EXPRESS TRAVEL RELATED SERVICES, New York**

### **Marketing Manager, Consumer Travel Group (1991-94)**

Managed marketing programs for American Express Travel Agencies including direct mail and print advertising. Achieved significant increase in available budget and effectiveness by persuading suppliers (airlines, hotels, tour companies) to participate in cooperative marketing in return for measurable market share gain. Improved targeting of existing customer acquisition program resulting in higher response rates. Introduced segmented direct mail campaign aimed at customer retention. Contributed to 5-year divisional strategic plan.

## **UTA FRENCH AIRLINES, Los Angeles**

### **Manager, Tour Division (1987-88)**

Managed the launch of a tour division to support the airline's new routes. Developed product line, negotiated with suppliers and produced brochures. Assumed a leadership role in joint sales and marketing efforts with airline counterparts. Devised reservations and operations procedures and trained staff through implementation stage.

**HEMPHILL/HARRIS TRAVEL, Los Angeles, Operations Manager (1983-87)**  
**ACCOR HOTEL GROUP, Los Angeles, Sales Coordinator (1982-83)**  
**BRENDAN TOURS, Los Angeles, Travel Consultant (1981-82)**  
**CLUB MED, Los Angeles, Reservations & Airport Representative (1976-81)**

## **ACADEMIC RESEARCH OUTPUT**

### **PEER-REVIEWED PUBLICATIONS**

- Glaveanu, Vlad P., and Marie Taillard. "Difficult differences pave the creative road from diversity to performance." *European Management Journal* 36.6 (2018): 671-676.
- "The development of shared intentions and their role in the emergence of service ecosystems," (2016) with Linda Peters, Jaqueline Pels and Cristina Mele, *Journal of Business Research*.
- "Value Creation and Consumption: When Consumer Creativity Generates Value in Online Forums," (2015) with Benjamin G. Voyer, Vlad P. Glaveanu and Alkmini Gritzali, *Advances in Consumer Research*, 42.

### **BOOKS**

- *The Power of Consumer Creativity, Transforming Consumption and Markets*, Palgrave MacMillan, 2025 (co-edited with C. Preece)
- *Digital Makeover, How L'Oréal Put People First to Build a Beauty Tech Powerhouse*, Wiley 2021 (co-authored with B. Collin)

### **BOOK CHAPTERS**

- "Consumption Is an Act of Creativity Through and Through," (2025) with Chloe Preece, In Taillard, M. and Preece, C. *The Power of Consumer Creativity*, Palgrave MacMillan
- "Conclusion" (2025) with Chloe Preece, In Taillard, M. and Preece, C. *The Power of Consumer Creativity*, Palgrave MacMillan
- "Co-constructing Institutions One Brick at a Time: Appropriation and Deliberation on Lego Ideas" (2022), with Albert M. Muniz, Jr., In Solomon, M. and Lowrey, T. *Routledge Companion to Consumer Behavior*, Routledge.
- "Giving Creative Credit Where Credit is Due, a Socio-Cultural Approach to Consumer Creativity" (2017), with Ben G. Voyer, In Glaveanu, V.P. (Ed.), *The Palgrave Handbook of Creativity and Culture Research*, Palgrave.
- "Marketing and Creativity" (in press) with Benjamin G. Voyer, In Kaufman, J.C., Glaveanu, V.P. and Baer, J. (Eds.), *The Cambridge Handbook of Creativity Across Disciplines*, Cambridge University Press.
- "Creativity in the LEGO Ecosystem" (2014) with Yun Mi Antorini, In Gauntlett D., and Thomsen, B.S., *Cultures of Creativity*, Billund, DK. Available online <http://www.legofoundation.com/en-us/research-and-learning/foundation-research/cultures-creativity>
- Orchestrating Change: Shared Intentions is the Key Factor Enabling Change, with Davide Sola & Giovanni Scarso-Borioli, G. (2010) In Verma, S. Ed., *Towards the Next Orbit*, Corporate Odyssey, Sage.

### **WORKING PAPERS**

- “*Artificial Intelligence for Impact: Creativity, Ethics and the Future of Business*” (2025) ESCP 6<sup>th</sup> Impact Paper Series – Volume co-editor
- “Adaptive persuasion,” (2004) *UCL Working Papers in Linguistics* 16: 247-263, London, UK
- “Beyond communicative intention,” (2002) *UCL Working Papers in Linguistics* 14: 189-207, London, UK
- “Persuasive communication: The case of marketing,” (2000) *UCL Working Papers in Linguistics* 12: 145-172, London, UK

### **ONLINE PUBLICATIONS**

- [Story-Driven Data Analysis](#), Judy Bayer and Marie Taillard, Harvard Business Review, 27 September 2013
- [A New Framework for Customer Segmentation](#), Judy Bayer and Marie Taillard, Harvard Business Review, 12 June 2013
- [Data Analysis Should be a Social Event](#), Judy Bayer and Marie Taillard, Harvard Business Review, 29 April 2013

### **CONFERENCE PROCEEDINGS**

- Co-Creation Alliances and the Construction and Amplification of Genres and Taste Regimes, Muniz, A.M, Jr., Schau, H.J. & Taillard, M. (2017), Consumer Culture Theory Conference, Anaheim, CA, July 2017.
- Institutional Work in Conversation at Bébé Voyage, Taillard M, Lee H.S., (2017), Bringing Institutional Theory to Marketing Conference, Paris, France, June 2017.
- Building Institutions One Brick at a Time on LEGO Ideas, Taillard M, Muniz, A.M., Jr., Schau, H.J. (2017), Bringing Institutional Theory to Marketing Conference, Paris, France, June 2017.
- Some Thoughts on Agency, Taillard M. (2017), Forum on Markets and Marketing, Venice, Italy, June 2016.
- Institutional Work in Conversation at Bébé Voyage, Taillard M, Lee H.S., (2017), Forum on Markets and Marketing, Venice, Italy, June 2016.
- The role of shared intentionality in the emergence of (service) ecosystems, Taillard, M., Peters, L., Pels, J. & Mele, C. (2015), Naples Forum on Service, Naples, Italy, June 2015.
- Value Creation and Consumption: When Consumer Creativity Generates Value in Online Forums, Taillard, M., Voyer, B., Glaveanu, V., Gritzali, A., (2014), Proceedings of ANZMAC Annual Conference, 2014, December 1-3, Brisbane, Australia.
- "Value creation in the consumption process: the role of consumer creativity", Taillard, M., Voyer, B., Glaveanu, V., Gritzali, A., (2014), Proceedings of the North American Conference of the Association for Consumer Research, 2014, October 23-26, Baltimore, USA.
- Value co-creation in the LEGO Ecosystem, Taillard, M. and Antorini, Y.M., (2014) Forum on Markets and Marketing, Karlstad University, Sweden.
- Creative Consumers Cook Up Value in Conversations” Taillard, M. and Gritzali, A. *Proceedings of the Academy of Marketing Science Annual Meeting, 2013*
- The Role of Consumer Creativity in the Value Creation Process: A Conceptual Framework, Taillard, M., Voyer, B. and Glaveanu, V. *Proceedings of the European Marketing Academy Annual Conference, 2013*
- A Recipe for Value, Creative Consumer Conversations, Gritzali, A. and Taillard, M., *Proceedings of the European Marketing Academy Annual Conference, 2013*
- “Laying the Foundation for an Ecosystem of Creativity in Marketing” Taillard, M. and

Kastanakis, M. *Proceedings of the Academy of Marketing Science Annual Meeting, 2012.*

- “How consumer relevance creates brand value”, Taillard, M. *Proceedings of the Academy of Marketing Science Annual Meeting, 2010.*
- Shared intentions, the missing link in change management” Taillard, M., Sola, D. & Scarso-Borioli, G., *Proceedings of the Strategic Management Conference, 2009.*
- “Shared intentions trigger real change” Taillard, M., Sola, D. & Scarso-Borioli, G., *Proceedings of the Academy of Management Conference, 2009.*
- "Consumer interactions in the service-dominant logic: What role for the firm?" Taillard, M., *Proceedings of the 10th International Lalonde Research Seminar in Service Management, 2008.*
- "How to use performance management as a strategic weapon? A new framework for sustainable performance improvement" Couturier, J., Taillard, M., Raiciu, C., Sola, D. *Proceedings of the European Academy of Management, 2008.*
- "Too many cooks don't spoil the broth: a framework for value co-creation", Taillard, M., *Proceedings of the Academy of Management Conference, 2008.*
- "Shouldn't Performance Measurement Systems Also Contribute to Improve Performance?" Couturier, J., Taillard, M., Raiciu, C., Sola, D., *Proceedings of the Academy of Management Conference, 2008.*
- "Fair Trade as corporate strategy – a stakeholder perspective" Taillard, M., *Proceedings of the Association Française de Marketing Annual Conference, 2008.*
- “Le caractère communicatif de la consommation”, Taillard M. (2007) Journée Interactions Sociales, Sorbonne, Paris, France, March 2007.

### **ACADEMIC SERVICE**

- Member of the Scientific Committee, Neo-Institutional Theory and Marketing Conference, Paris, 2019
- Editorial Board Member, *Journal of Global Fashion Marketing,*
- Ad hoc reviewer *European Journal of Management*
- Ad hoc reviewer *Journal of Business Research*
- Affiliate Researcher - Centre for the Cultural Psychology of Creativity, Aalborg University, DK.
- Co-Chair – Global Conference on Fashion Management, London College of Fashion, GAMMA, London, February 2014.
- Member of the Organizing Committee and Reviewer, Annual Congress of the Association Française de Marketing, London, May 2009.
- Contributor – Workshop in Qualitative Data Analysis, Consumer Culture Theory Conference, York University, Toronto, May 2007.
- Reviewer and Session Chair – European Meeting of the Association for Consumer Research, Milan, July 2007.

### **LANGUAGES AND CITIZENSHIP**

Bilingual speaker of English and French. Basic spoken and written competence in German. Dual citizen of the USA and France.

### **MEMBERSHIP**

Academy of Management, Strategic Management Society, Association for Consumer Research, Society for Consumer Psychology, American Marketing Association, Association Française du Marketing