

Curriculum Vitae

THOMAS BERBER

Versailles, France | thomberber@gmail.com | +33 6 14 59 73 12

Doctoral Candidate (DBA), emlyon business school (France) & Durham University (UK) – Expected July 2026

PROFILE

Lecturer and DBA candidate specializing in digital marketing and strategic transformation, with 20+ years of executive and academic experience across Europe and North America. Combines industry expertise with research on CSR communication in business education. Seeking to contribute to a leading business school through impactful teaching, applied research, and international collaboration.

EDUCATION

Doctor of Business Administration (DBA), emlyon business school (France) & Durham University (UK), Expected 2026

Research Focus: Marketing CSR in Business Schools: A Strategic Communication Perspective

MBA, HEC Montréal, Canada, 2012

Master's Degree in Modern Literature, Université Nice Sophia-Antipolis, France, 1997

ACADEMIC & TEACHING EXPERIENCE

2015 – Present | Lecturer in Marketing and Corporate Strategy | **ESSEC**, **emlyon**, EM Normandie, **Neoma**, **Skema**, **Kedge**, **Audencia**, ICN, IÉSEG, Centrale Lille, ESSCA (France)

- Design and deliver courses in **Marketing**, Digital Marketing, and **Corporate Strategy** (in English and French) to undergraduate and postgraduate students
- Apply experiential learning pedagogy using real-life cases, simulations, and industry projects
- Supervise student projects and participate in curriculum design
- **Course Leader** at ICN Business School for postgraduate modules in Digital Marketing, covering E-commerce & Digital Sales (FR/EN), Digital Innovation in the Age of AI, and AI-driven Customer Relationship Management

1994 – 1998 | French Teacher | French Ministry of National Education

- Taught literature and communication courses to secondary-level students

PROFESSIONAL EXPERIENCE

2015 – Present | President | ReflexProd (Versailles, France)

- Lead executive education programs and develop academic partnerships with business schools and corporate clients, delivering 20+ executive education programs annually for business schools and corporate clients

2011 – 2015 | General Manager | AMBAQ (Quebec MBA Association, Canada)

- Oversaw strategic planning and managed an annual budget of €1.2M
- Managed a team of 20
- Represented the association across academic and business networks in Canada
- Increased membership by 20% year-over-year, driving sustained organizational growth

2006 – 2010 | Marketing Manager | ENZYME Agency (Canada)

- Developed strategic marketing and communication plans for multinational clients
- Supervised brand positioning, digital strategy, and campaign performance with a team of 10
- Increased client satisfaction from 50% to 90% through data-driven campaign optimization

2000 – 2005 | Account Director | SI DIÈSE (Paris, France)

- Directed digital strategy and lead generation for a portfolio of 30+ clients, delivering over 50 marketing projects and contributing to a 25% increase in client acquisition. Managed a team of 5 and oversaw a budget exceeding €500K
- Oversaw campaign planning, execution, and post-campaign analysis

RESEARCH INTERESTS

- CSR communication and institutional branding in business schools
- Digital transformation in higher education
- Stakeholder engagement and value co-creation in academic ecosystems

WORKING PAPERS

(in progress with submission planned to leading journals in marketing and CSR)

- CSR as Institutional Branding in Business Schools
- Faculty and Student Perceptions of CSR Initiatives
- Co-Constructing CSR Strategy: A Marketing Framework for HEIs
- A Decision-Analytic Model of Internal CSR Practices in Higher Education

TEACHING INTERESTS

- Marketing Management
- Market Research
- Digital Marketing and Communication
- Brand Strategy and Consumer Behavior
- Strategic Management
- Entrepreneurship and Innovation

LANGUAGES

English (Full professional proficiency),
French (Native)

PERSONAL INTERESTS

Running, Skydiving

CERTIFICATION

ESCP Business School | AI for Business