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.