

Frédéric BOSSARD

Senior Lecturer

Academy: Digitalization

Campus: Sophia Antipolis

Email: frederic.bossard@skema.edu

Teaching interests

Data, Digital Marketing, Digital Transformation, Entrepreneurship, Project management, Start-up

Education

1983 Master en Sociologie Communication, Université Côte d'Azur, France

Experience

Full-time academic positions

Since 2019 Senior Lecturer, SKEMA Business School, France

Other academic affiliations and appointments

Since 2023 Scientific Director : Master of Science: Digital Marketing and Artificial Intelligence, SKEMA Business School, France

Since 2021 Scientific Director : Master of Science: Digital Business and Artificial Intelligence, SKEMA Business School, France

Since 2019 Scientific Director : Master of Science in Digital Marketing, SKEMA Business School, France

2020 - 2021 Scientific Director : Master of Science: Business Consulting and Digital Transformation, SKEMA Business School, France

Other professional experiences

Since 2000 Président, Agence Wacan, France

2005 - 2007 Consulting Management of group, Aix-Marseille Université, France

2002 - 2006 Consulting in Web marketing, CERAM Business School, France

1997 - 2006 Coaching, Regional Council of PACA-CESI, France

1997 - 2003 Consultant TIC and E-Learning, Greta Antipolis, France

Publications

Conference presentations

BOSSARD, F. (2013). E tourism and mobil application. In: Salon du e-tourisme. St Raphael.

BOSSARD, F. (2012). Mobil application. In: Salon des maires. Paris.

BOSSARD, F. (2008). Buzz marketing. In: Lions Club. Nice.

BOSSARD, F. (2008). Project Management and Web Site. In: Lions Club. Nice.

Press and social media

WEINBERG, M. and BOSSARD, F. (2024). Intelligence artificielle : les pros du marketing n'ont pas peur d'être grand-remplacés. SKEMA ThinkForward, France.

BOSSARD, F. and REN, X. (2021). Comment populariser le commerce social en France. SKEMA ThinkForward, France.

Professional Activities

Other professional activities

Since 2023	Administrator and VP in charge of Partnerships in PMI france
Since 2022	Expert at the Europa Institute, France
Since 2022	Member of the Board of Directors of UPE 06, Digital Advisor to the Chairman, France
Since 2020	Digital Expert Smart Deal 06
2021 - 2023	CoPresident French Tech Côte d'Azur, France
2019 - 2022	President Telecom Valley
2013	Union national des "agences conseil en communication"