Philippe CHEREAU  
Innovation  
Sophia-Antipolis

CV

Skills & Interests

Teaching Skills
Field-based action learning involving businesses under a consultancy mode

Research Skills
Strategic management of innovation, strategic models, business models, strategic renewal

Languages
Fluent English, good German

Expertise
Strategic management, Management of innovation, Business model innovation, Management of Regional Innovation Systems

International Interests
Europe

Qualification
Scholarly Academic

Academic Degrees
Doctorat Université d'Aix Marseille, 2012.  
Master EDHEC School of Management, 1989.

Professional Certifications
Maître de Conférences en Sciences de Gestion, 2018
Advisor of Innovation & Entrepreneurship of Xi'an Jiaotong University Suzhou Research Institute, 2013, Suzhou, China.

Work Experience
Director, SKEMA Ventures, SKEMA Business School (September, 2017 - Present), Sophia Antipolis, France.
Associate Professor, Skema Business School (2014 - Present), Sophia Antipolis, France.
Scientific Director, MSc.International Business, Skema Business School (September, 2014 - 2016), Sophia Antipolis, France.
Assistant Professor, SKEMA Business School (2011 - 2014), Sophia Antipolis, France.
Lecturer, SKEMA Business School (2009 - 2011), Sophia Antipolis, France.
Director, Business Development and Innovation, French Riviera Chamber of Commerce and Industry (2003 - 2011), Nice, France.
Senior Manager, KPMG Consulting (2001 - 2003), Montpellier, Marseille, Sophia Antipolis, France.
Market Manager, DOW Chemical (1990 - 1993), Paris, Zurich, France.

Intellectual contributions

### Articles in Journals


### Articles in Proceedings


### Books, Monographs, Compilations, Manuals


### Chapters, Cases, Readings, Supplements


Research Reports

Other Research

Philippe Chéreau, professeur à SKEMA, appelle, dans une tribune au « Monde », les programmes d’entrepreneuriat à trouver clients, investisseurs et fournisseurs pour leurs « poulains », au-delà de l’enseignement de « l’art d’entreprendre ».

Depuis l’apparition des Pôles d’Entrepreneuriat Étudiant lancés en 2010, que l’on connait aujourd’hui sous leur nouvel acronyme de PEPITE (Pole Etudiant Pour l’Innovation le Transfert et l’Entrepreneuriat), la plupart des établissements d’enseignement, grandes écoles et universités rivalisent d’initiatives et d’inventivité pour lancer les dispositifs d’incubation qui doivent faire naître les success stories de demain et revêtir lesdits établissements des habits très tendance de l’entrepreneuriat. Notre Président l’a annoncé ; la France est devenue une terre d’entrepreneurs et nos étudiants sont incités à construire le monde de demain en se lançant dans l’aventure de la création d’entreprise.

Et après ? Quel est le taux de survie de ces startups qui naissent sur les bancs de nos institutions et dans nos incubateurs ?
Regardons-nous réellement au-delà ? Avons-nous en fait envie de le faire ? Ne sommes-nous que des accoucheurs de jeunes pousses ?
Notre efficacité se mesure-t-elle uniquement en nombre de créations d’entreprises par équivalent-temps plein ? Ou avons-nous le devoir d’aller au-delà et d’alimenter ces projets avec le seul carburant qui vaille : le chiffre d’affaires et la croissance.

[Applied or Integrative/application Scholarship]
2015: Chereau, P., Bernasconi, M., Ciussi, M., & Vian, D., Roadmap to the Entrepreneurial Mindset and Toolkit. You want to access the complete value chain of entrepreneurial tools? This on-line course provides an integrated and systemic toolkit that SKEMA Business School has tested on thousands of
The project tested over the past 15 years in postgraduate and executive programs. The toolkit includes:
1. Building the scope of the project with ISMA 360
2. Designing the business model
3. The business plan
4. Working out your financial objectives
5. Checking your business plan for the pitch

This MOOC is free to use. Its content has been developed for the activities of Health-2-Market project, funded by the European Union’s FP7 Programme for research, technological development and demonstration under Grant Agreement No 305532.

It is designed and delivered by practitioners and scholars of Entrepreneurship and Innovation.

The MOOC is presently used by about 6000 users

[Applied or Integrative/application Scholarship]
2013: Chereau, P., FAVORABLE « Cela va libérer l'envie de réentreprendre », NICE MATIN, 30 septembre. [Applied or Integrative/application Scholarship]

**Professional Service**

**Academic Conference: Discussant/Moderator/Panelist**

2015: TONGJI University, Shanghai, China (International). "Strategic Management of Innovation: Does it pay off to stick to the model?" Lecture based on research work in progress.

2015: Tecnológico de Monterrey Gadalaraja, Guadalajara, Mexico (International). Updated Lean Canvas and Entrepreneurship

2012: Competitive Cluster Forum, Sophia Antipolis, France (International). Moderator of the main track on the management of competitive clusters

**Advisor**

2017: University of Naples Federico II - PhD School in Pharmaceutical Sciences, Naples, Italy (International).

**Chair: Conference / Track / Program**

2012: Annual Conference of the Academy of Innovation and Entrepreneurship, Macau, China - Macau (International). Chair of session: Service Innovation and Green Innovation

**Conference Workshop Congress Organization**

2013: Venture Academy Seminar, Sophia Antipolis, France (International).

**Keynote Address**

2016: Société Française de Management, PARIS, France (National). Video to introduce latest findings about bridging the gap between strategy formulation and strategy implementation at the award ceremony for "best book of applied research in management"

> 1900 views of the pitch

https://www.facebook.com/PrixManagement/videos/827518914020142/

2013: SKEMA Alumni Conference (Regional). Le Management Stratégique de l'Innovation dans les PME manufacturières françaises

2012: Cycle Innovation et Connaissance - SKEMA Expert, Grasse, France (Local). "Stratégie, Innovation et Performance dans les PME" - Presentation of research outputs on French manufacturing SMEs

2011: Jean Monnet Worshop, Sophia Antipolis, France (Regional). Lecture on European SMEs: Strategy, innovation and performance in SMEs - evidence from French, Italian, Greek and Spanish firms

**Other Professional Service Activities**

2012: European Commission (International). Project manager of European Program Health2Market on the engineering of academic tracks dedicated to entrepreneurship and business venturing from healthcare researchers


**Reviewer: Reviewer for a Journal**


WSPC-IJIM-D-15-00022 “Effect of Organizational and Environmental Factors on Innovativeness and Business Performance Relationship”

WSPC-IJIM-D-14-00085

2014: Management International (International).

WSPC-IJIM-D-14-00085 for *International Journal of Innovation Management*: "DETERMINANTS OF INNOVATION: A STUDY OF SMEs IN INDIA"


2010: Management International (International).

**Professional Memberships**

British Academy of Management, 2014-2015