

Years at SKEMA Business School: 0



Frédéric BOSSARD

**Digitalisation
Sophia-Antipolis**

CV

Qualification

Instructional Practitioner

Academic Degrees

Master Université de Nice, France, Sociologie, 1983.

Work Experience

Scientific Director : Master of Science in Digital Marketing, SKEMA Business School (August, 2019 - Present), Sophia Antipolis, France.

Président, Agence Wacan (2000 - Present), Sophia Antipolis, France.

Consulting Management of group, University of Aix Marseille (2005 - 2007), Marseille, France.

Coaching project management, ESCT (2005 - 2006), Toulon, France.

Consulting in Web marketing, Ceram Executive (2002 - 2006), -, France.

Coaching, Regional Council of PACA-CESI (1997 - 2006), Nice, France.

Consultant TIC and E-Learning, Greta Antipolis (1997 - 2003), Nice, France.

Intellectual contributions

Conference Presentations

BOSSARD, F. (2013). *E tourism and maobil application*. Salon du e-tourisme, St Raphael, France.

BOSSARD, F. (2012). *Mobil application*. Salon des maires, Paris, France.

BOSSARD, F. (2008). *Project Management and Web Site*. Lions Club, Nice, France.

BOSSARD, F. (2008). *Buzz marketing*. Lions Club, Nice, France.

BOSSARD, F. (2007). *Web marketing 2007*. -, Marseille, France.

Professional Memberships

Union national des "agences conseil en communication", 2013