



Full name: Charles BERGER

Email: cberger@iscparis.com

Department: MARKETING

Tel: 33140537908

Area of teaching: Marketing

Date of birth: 02/13/1960

Date of 1st appointment at ISC Paris: 01/2005

Nationality 1: French

Participating or supporting: Participating

Qualification: SP

Education

Medecine Nancy France 1986

Essec France 1989

Teaching experience at ISC Paris (class title + program* + year taught –please tick)

Class title	B*	PGE	MBA	Ex. Ed	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Management relations Commerciales		X			X	X	X	X	X
Strategie négociation commerciale		X			X	X	X	X	X
Chef de produit santé			X		X	X	X	X	X

*Programme ISC: B= Bachelor, PGE=Programme Grande Ecole, Ex. Ed = Executive education

Teaching experience other than ISC Paris (class title + institution + level taught*)

Class title and Institution	B*	M	D	Ex. Ed	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Principes du marketing MS MKG MNGT ESSEC		X			X	X	X	X	X
Innovation et biotechnologie Paris VI		X			X	X	X	X	X
Marketing et innovation Polytech Nice-Sophia		X			X	X	X	X	X

*Level: B=Bachelor, M=Master, D=Doctorate, Ex. Ed = Executive Education

Professional and academic career

2005 to date ISC PARIS

Manager of MBA education programs at ISC Paris (since 2014)

Creation and management

- Healthcare Management
- Trade and Management

Visiting lecturer at:

- Laurea University of Helsinki
- Institut Polytechnique of Sophia Antipolis

2013 to date: Charles Guillaume: Co-founder

2005 to date: Watchfrog: Co-founder, board member

2000 to date Communes Plus
Consulting in healthcare, food and organizational behavior
Commercial due diligence in Healthcare investment

2002 - 2007: Benefices Essentiels
Consulting company specializing in innovative health-oriented products

2000 - 2001: Exonhit Therapeutics
Vice-President Business Development (second round, raising \$ 18 million)

1992 - 2000: GlaxoWellcome
Regional sales manager, product Manager Azantac (110 M€ turn-over)
Director Marketing Services Business Unit (portfolio of products: asthma, anti-ulcer, anti-viral, antibiotics)
Director of Business Development: (co-marketing Telmisartan with Boehringer-Ingelheim).

1989-92: McKinsey
France and Germany: pharmaceutical sector and sales and marketing organizations.

Intellectual contributions over the past 5 years

Academic presentation

Berger C., Bouguereau C., Delecolle T., K. France. Comment dynamiser une activité en perte de vitesse., *NACRA French Track, October 6-8, Las Vegas*

Professional presentation

Journées de valorisation des travaux de recherche & technologies du vivant, Museum National d’Histoire Naturelle, Intervention “Nouveaux marchés & nouvelles entreprises”, December, 2014

Séminaire marketing de la santé, Polytech Nice, October 2015

Cases

Watchfrog ECCH 2011

(WIP / tested in 2015) - Vorwek case study – accepted for presentation NACRA 2016 Annual Meeting - Case Acceptance (NACRA-070-2016) as K. France Comment redynamiser une activité en perte de vitesse

Other activities at ISC Paris

Academic or professional consulting for students	x
Carry out research under the ISC Paris name or in collaboration with ISC Paris faculty	
Attend teaching, research and department meetings	x
Contribute to curriculum revision (on the program committee or program revision committee)	x
On Assurance of Learning (AOL) committee	
Participate in student recruitment (competitive exam orals, education fairs, open days...)	x
Active on professional project panels	x
Active on thesis panels	x
Supervise and/or evaluate internship reports and/or thesis	x

Languages in which you can teach (tick those which apply):

French	English	German	Spanish	Other (specify)
x	X			

Date of CV : November 2016