



# Romanian-French MBA Program

le cnam  
école management & société



## *Vesselina Jossan*

Associate Professor, Conservatoire National des Arts et Métiers

### *Education*

- HEC Paris, Masters in Business Administration
- Master research Marketing and Strategy, Paris IX Dauphine (2000)
- PhD in management science in Ecole Nationale Supérieure des Mines de Paris : Management of Innovation in Multi-divisional service organisations (2003)

### *Professional qualification*

- 15 years experience as an executive in big international organisations (Procter & Gamble, Unilever, Mattel, Sara Lee, Suez)

### *Research Areas*

- Innovation in services
- Entrepreneurship
- Management of innovation
- Consumer behavior

### *Career*

Vesselina Tossan is an associate professor in Marketing and Management at Conservatoire National des Arts et Métiers in Paris and Academic Coordinator of H-MBA programme (blended learning). After having been buyer at Procter & Gamble, product manager in the toiletries division of Unilever France, marketing manager for girls toys at Mattel France and new product developer at Brossard's while this French industrial pastries company belonged to Sara Lee, she took a masters degree in research in marketing and strategy and started teaching marketing. She wrote her dissertation "Management of Innovation in a Big multidivisional corporation: the case of Suez" in 2003 at ENSMP. She joined Ecole des Dirigeants et Créateurs d'entreprise in 2004 as a permanent professor and she taught many different courses in Marketing and Strategy. In 2010 she was hired by the University of Haute Alsace as an Associate Professor in Marketing and International Marketing and managed the Masters of International Business of the University and was involved in four research projects, two of which evolved into scientific articles in spite of the lack of financing. She joined Cnam in January 2013. She has French Romanian and international publications – 8 scientific articles, 20 research studies presented at international conferences, 3 published case studies. Vesselina Tossan is a member of the AFM (Association Française du Marketing), and a partner in a small family business and still teaches some classes in EDC Paris Business School.