

# **EMILIE DONADON**

**PHD STUDENT IN STRATEGIC MANAGEMENT**

INSTITUT DE RECHERCHE EN GESTION  
ET ÉCONOMIE (**IREGE**)

UNIVERSITE SAVOIE MONT BLANC (**USMB**)

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## **Research interest**

Innovation management

Clusters

Practice Theory

## **Specialisation**

Strategic Management

Open eco-innovation

Open Innovation Intermediaries

## **Spoken Language**

French - English - German

## **CURRENT SITUATION**

**2021 - Present : PhD Student in Strategic Management** - Institut de Recherche en Gestion et Économie (IREGE), Université Savoie Mont-Blanc - French Cifre fellowships (Industrial Agreement of Training through Research)

## **EDUCATION**

### **March 2022 : Label Research CREMIS**

Institut de Recherche en Gestion et Économie (IREGE), Université Savoie Mont-Blanc - Annecy - France (20 trainee hours validated)

**January & March 2022 : From research-intervention to the publication process**  
FNEGE (National Foundation for Teaching Business Management) - Paris - France  
(28 trainee hours validated)

**2018 - 2020 : Master's degree in Law, Economy and Management**  
**Mention : Innovation Management** - Grenoble Alpes University – France  
Innovation Ecosystems - Creativity Challenge - Design and Prototyping

**2015 - 2017 : Bachelor of Arts – European Business Programme (EBP) -**  
Münster University of Applied Sciences – Germany  
Intercultural Management - Corporate Organization and Innovation Management

**2015 - 2016 : Bachelor's degree – Management and Business Administration**  
Grenoble Alpes University – Grenoble - France  
International Marketing - International Business - International Case Studies

**2013 - 2015 : Advanced Technician Certificate – Information and Communication**  
Grenoble Alpes University – Grenoble - France  
Multimedia Project Management - Image semiology - Webmarketing

<b>SCIENTIFIC ACTIVITIES</b>
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***Conference Speaker***

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Emilie Donadon, Anne Berthinier-Poncet, Catherine Thevenard-Puthod : “Physical spaces, digital spaces and animation : the winning triptych of collaborative innovation spaces (CIS) in the post-covid era” - Presented to the: Association International en Management Stratégique conférence (AIMS), June 2023

Emilie Donadon, Anne Berthinier-Poncet, Catherine Thevenard-Puthod : “Collaborative innovation spaces : how digital boosts collaboration in Innovation Networks ?” - Presented to the: International Conferences on Economics and Management of Networks (EMNet), September 2023

## EDUCATIONAL ACTIVITIES

2023 - 2024

Course	Semester	Grade	Hours
Management Activities : Business Model	1	1rst year - BUT GEMA	8 (TD)
Communication Expression	2	3rd year - BUT QLIO	4 (TD) 8 (TP)

2022 - 2023

Course	Semester	Grade	Hours
Management Activities : Business Model	1	1rst year - BUT GEMA	8 (TD)

## INVOLVEMENT WITHIN THE SCIENTIFIC COMMUNITY

Member of the (local) organizational Committee on the AIMS 2022, Novembre - June 2022

## PROFESSIONAL EXPERIENCE

### **2019 - 2020 : Groupe SEB, Ecully, France - Project innovation assistant - Apprenticeship contract**

Create and animate internal creativity sessions - Participate in the continuous improvement of the SEB Lab's processes - Contribute as a Community Management resource for a crowdfunding campaign - Participate in the development of "usage scenarios" - Make recommendations from consumer insights analysis

### **2019 : Roamler France, Lyon - Marketing and innovation assistant - Internship**

Digital marketing for B2B offers - BtoB editorial line definition - Targeting / Segmentation of the marketing offer - Planning and monitoring marketing and sales actions

### **2017 : France-Switzerland Chamber of Commerce, Zürich - Sales Assistant - Internship and Fixed-term contract**

Advisor for french companies in Switzerland (external growth, e-commerce, law, logistics) - Organization of B2B business meetings to present different swiss industries

**2015 : Present Profit and Solution S.A., Montreal, Canada - Marketing assistant - Internship**  
Analyze market trends and define marketing strategy - SEO optimization of articles - Participate in the launch of the international web platform

## VOLUNTEERING

**2022 - Hackathon : Digital x Outdoor - Open Geneva, Genevois Français and Outdoor Sports Valley - ArchParc at Archamps - France**

Design Thinking - Prototyping Video Stop Motion - Pitch

**2021 - Online Hackathon : Digital x Outdoor - Open Geneva, Genevois Français and Outdoor Sports Valley**

Design Thinking - Digital tools - Prototyping Landing Page - Pitch

**2016 - Ala Up Community, AIESEC Vietnam, Hô Chi Minh City - English teacher**

Educational, pedagogic and cultural english workshops - Games and creative activities - Videos and photos reports - Communication skills, work and human experience, cultural exchange

## DIVERS SKILLS

**Driving License**

**Computer skills**

**MS Office** (Word, Excel, Powerpoint) - Initiations : PowerBi - **Google tools** (Google Docs, Google Drawings, Google Sheet, Google Slides, Google Analytics) - **Graphics software** (Photoshop, Illustrator, Indesign) - **Social networks** (Hootsuite, Mailchimp, Eventbrite, Instagram, Facebook, LinkedIn)

## REFERENCES

**Professor Catherine THEVENARD-PUTHOD** - Thesis Advisor :

[catherine.puthod@univ-smb.fr](mailto:catherine.puthod@univ-smb.fr)

**Associate Professor Anne BERTHINIER-PONCET** - Thesis Advisor :

[anne.berthinier-poncet@lecnam.net](mailto:anne.berthinier-poncet@lecnam.net)