

23^e Conférence nationale sur la promotion de la santé

Jeudi, 27 janvier 2022, Kursaal Berne

Valéry Bezençon



EMPLOYMENTS AND POSITIONS

- 08.2017 – present Freelance consultant, expert and trainer on behaviour change, social marketing and nudges
- 08.2012 – present Full professor of marketing, focus on social marketing, behaviour change and consumer behaviour related to health, sustainability and well-being, University of Neuchâtel. Since 08.2017, position occupied part-time (60%, then 66%) for childcare; 100% beforehand.
- 01.2020 Visiting professor, Florida State University, Marketing Department, College of Business
- 10.2019 Visiting professor, Ruhr-Universität Bochum, Faculty of Management and Economics
- 08.2018 – 01.2019 Invited professor, HEC Lausanne, University of Lausanne
- 12.2007 – 09.2012 Affiliated professor of marketing and strategy, Pontificia Universidad Católica del Perú
- 03.2009 – 04.2012 Management consultant, McKinsey & Company, Geneva
- 10.2004 – 02.2009 Teaching and research assistant, University of Neuchâtel
- 05.2004 – 09.2004 Intern, BOC Information Systems, Vienna, Austria

ACADEMIC FUNCTIONS

- 05.2019 – present Member of the direction committee of the Bachelor of science in economics and business, University of Neuchâtel
- 11.2016 – present Member of the consultative committee for sustainable development, University of Neuchâtel
- 11.2014 – 02.2021 Member of the research commission of the SNF at the University of Neuchâtel
- 08.2015 – 07.2019 Member of the Dean's office (until 07.2016), then Vice-Dean of the Faculty of Economics and Business, University of Neuchâtel



- 06.2013 – 01.2019 Director of the Enterprise Institute, University of Neuchâtel
- 06.2013 – 07.2016 Director of the MSc in International Business Development, University of Neuchâtel
- 08.2014 – 07.2015 Co-director of the Bachelor of science in economics and business, University of Neuchâtel
- 2006-2008 Chairman of the Cultural Commission, University of Neuchâtel
- 2004-2009 Representative of the intermediary body for the Faculty of Economics and Business

EDUCATION

- 2005-2008 PhD in Management (consumer motivations for sustainable products), summa Cum Laude, University of Neuchâtel
- 06.2007 – 08.2007 Visiting researcher, ESAN Business School, Lima, Peru
- 1999-2004 Diploma of computer science engineer (MSc equivalent), Ecole Polytechnique Fédérale de Lausanne ; exchange at Linköping Institute of Technology, Sweden.

BOARDS, COMMISSIONS, EXPERTISE AND INITIATIVES

- 2006 – present Founder and co-director of the Fair Trade Institute, an international network of more than 600 Fair Trade researchers and experts (www.fairtrade-institute.org).
- 2020 – 2023 Member of the expert commission of the Tobacco Prevention Fund of the Federal Department of Home Affairs, Switzerland
- 2015 – 2019 Member of the communication & media commission, Société Suisse de Nutrition
- 2007 – 2018 Board member, Fondation Terrespoir

PUBLICATIONS

See: https://libra.unine.ch/Publications/citation/Valery_Bezencon/L-en

