

Françoise ANDREANI is an ESCP Business School – Paris Campus Affiliate Professor. She teaches Marketing Principles, Marketing Research, Netnography, Web Consumer Research and Healthcare Marketing as well as Silver Marketing.

At ESCP Business School, Françoise ANDREANI is the co-founder of the Alumni Consumer Good and Retail professional group.

Since graduating from ESCP Business School, Françoise ANDREANI always worked in Marketing. She started her career in Australia in the Insurance sector before moving on to Consumer Goods (Home Care and Food) in Europe. She then switched to the Market Research industry and worked for a large diversity of business sectors including the Pharmaceutical Industry, FMCGs, B-to-B, Bank and Insurance, Automobile...

She has an extensive international experience mainly in Europe, North America and Asia-Pacific.

In addition to her operational work experience Françoise ANDREANI has long been teaching in France at ESCP Business School as well as in Italy at Università Ca' Foscari Venezia. She has also been a visiting professor at Université de Corse Pascal Paoli and at CNAM (Centre National des Arts et Métiers). Since 2000, she is the President of the International Marketing Trends Conference, which has emerged as a leading place of interaction between academics and business professionals to work on the trends in marketing. Since 2022, she also is the Managing Editor of the Journal of Marketing Trends, an international ranked academic publication.

Her fields of academic expertise include market research, healthcare marketing, consumer goods marketing, human resources marketing and senior marketing,.