



Cnam MBA
Expand your horizons



Create value with sustainable marketing

by Aude Valentin.

The recent evolution of marketing, including consumers' maturity, including digitalization of communication and consumer experience, has led to a marketing of values. In this new era of marketing, the brands have a vision of their role in society, and take position. They are also exposed to bad buzz whenever the public feel they make bad decisions. This leads companies to take into account their impact in the social and environmental area in order to improve it.

Sustainable marketing is a fantastic opportunity to differentiate and create brand value. And it's a new mindset requiring long term commitment, subtle management of the brand reputation and technical complexity.

Biography of Aude Valentin:

Aude Valentin is an Innovation consultant, is passionate about Sustainable Marketing. She is a lecturer in Strategy, Innovation and Sustainable Marketing in several business schools and Mastère programmes.

After graduating from Essec in 1999 business school, she has hold various marketing positions in global groups from the food and Paper industries, from BtoC and BtoB markets: Arjowiggins Creative Papers, Canson, LU et Cadbury. As a Marketing Director at Arjowiggins Creative Papers, she has implemented a sustainable Marketing strategy, including a strategic roadmap, sustainable innovation and a global communication platform.

**Speech
in english**

Friday 24 October 2014

6:30pm – Salon d'honneur

2, rue Conté – PARIS III^e

(M° Arts-et-Métiers – lines 3 & 11)

Confirm your attendance by mail to:

emmanuelle.rochefort@hotmail.com