

BETTINA BOUCHAYER, PHD

Doctorate in Management Science and Management

Organization and change management consulting



EXPERIENCES

- 2016 – 2023 **Teaching at the Conservatoire des Arts et Metiers** CNAM, Paris
— Executive training for strategic project implementation at FREE (telecommunication provider)
— Project management theory: Realization and final presentation (group work – learning by doing)
— Lecturer for organization theory, methods and tools (multi case studies)
— Responsible lecturer for the management of information systems (exercises)
- 2017 - 2021 **Teaching at the School of Management** ESSCA, Boulogne
— Strategic business management: the example Haribo (seminar in German) (Master's level)
- 2010 - 6/2015 **Project Manager, Industrial Methods, France** HARIBO RICQLES ZAN, Marseille
— Harmonization of processes to implement SAP at the group level
— Organizational development and change management for productivity and performance gains
- 2003 - 2010 **Project Manager to the Executive Board** HARIBO RICQLES ZAN, Marseilles
— Support for strategic projects at the Haribo Group level
- 2002 - 2003 **Sales Manager** HARIBO RICQLES ZAN, Marseille
— Monthly reporting, cooperation and sales network management
- 1992 - 1995 **Advertising and public relations manager (start-up)** NINTENDO OF EUROPE, Grossostheim
— Implementation of the advertising strategy, production of TV spots and print ads
— Interface international (Japan/USA/Europe)
- 1989 - 1991 **Group Manager/Assistant to Marketing Manager** AMEROPA REISEN, Frankfurt
— Communication and sales promotion
- 1987 - 1989 **Media Buyer: Budget Manager** McCANN-ERICKSON, Frankfurt
— Levis Strauss, Die Bahn, ...

TRAINING

- 2017 - 2023 **Doctoral studies in management science at LIRSA** HESAM University, Paris
Specialty: foresight, innovation, strategy, organization
Title: *Does the Event make the Process?*
A critical Reflection of the Conception of Change based on either a Process Theory or an Event Theory
- 2008 - 2010 **Master 2 - Organization and Change Management Consulting** CNAM, Paris
- 2010 **IFS FOOD Internal Auditor** HARIBO RICQLES ZAN, Marseilles
- 2007 **Internal Management Cycle** HARIBO Group, Bonn
- 1995 - 2000 **Master of Business Administration** University of Applied Sciences, Munich
- 1989 - 1991 **Bachelor of Marketing** Chamber of Commerce and Industry, Frankfurt

PUBLICATIONS

- Manual Marchais-Roubelat A., N. Adas, **B. Bouchayer**, T. Devaux, S. Mondon, 2018: Organization: Approaches and tools, APORS.
- Conference **Bouchayer B.**, 2023 : Evénement et temporalité en gestion : implications pour les pratiques d'anticipation, XXXII conférence Internationale de Management Stratégique, Strasbourg.
- Colloquium **Bouchayer B.**, 2023 : The meaning of the event - a question of time?
Une approche heideggérienne pour résoudre la coexistence de deux ontologies temporelles différentes, 11ème congrès de la société de philosophie des sciences de gestion, Evry Paris.
- Colloquium **Bouchayer B.**, 2022 : L'événement: indice de changement ou anticipation stratégique d'un contexte extrême? Une comparaison entre approche classique du changement stratégique et approche symbolique, XXXI conférence internationale de management stratégique, Annecy.
- Colloquium **Bouchayer B.**, 2021: Does the Event make the Process?, AOM Meeting - The Professional Doctorates Consortium for "Bringing the Manager back in Management", online.
- Colloquium Marchais-Roubelat A. and **B. Bouchayer**, 2017: Flowing or frozen anticipation? Events and the Heideggerian structure of time, 2017, Anticipation, London.