

JEAN-CLAUDE LARRECHE

INSEAD
Boulevard de Constance
77305 FONTAINEBLEAU
France

Date of Birth: 3rd July 1947
Married - 2 children
Nationality: French

Tel : (33 1) 60 72 41 51 (Assistant Ruth Lewis)

Fax : (33) 01 60 74 55 00/01

Email : jean-claude.larreche@insead.edu

EDUCATION AND MAIN PROFESSIONAL ACTIVITIES

- 1993 - Alfred H. Heineken Professor of Marketing, INSEAD
- 1989 - 1990 Visiting Professor of Marketing, London Business School
- 1985 - 1989 Director of the European Strategic Marketing Institute, INSEAD
- 1982 - Professor of Marketing, INSEAD
- 1977 - 1982 Associate Professor of Marketing, INSEAD
- 1979 - 1980 Visiting Scholar, Graduate School of Business, Stanford University
- 1974 - 1977 Assistant Professor of Marketing, INSEAD
- 1971 - 1974 Ph.D., Graduate School of Business, Stanford University.
Major areas of study : Marketing and Information Systems
- 1970 - 1971 Teaching Assistant INSEAD, Management Science
- 1969 - 1970 MBA, INSEAD - With Distinction
- 1968 - 1969 Master of Science, Institute of Computer Science
University of London - With Distinction
- 1964 - 1968 Ingénieur en électronique, INSA, Lyon

DIRECTORSHIPS AND ADVISORY BOARDS

- 2002-1983-2001 Advisory Board, Business: The Ultimate Resource, Cambridge USA
Non-Executive Director, Reckitt Benckiser plc, London (Reckitt & Colman until the merger with Benckiser in 1999)
- 1984- Founder and Chairman, StratX SA
- 1984-1986 Faculty representative, INSEAD Board
- 1992 - 2005
- 1986-1990 Member of the Advisory Board, The MAC Group, Cambridge USA

MEMBERSHIP

- Fellow, Institute of Directors
- Member, American Marketing Association
- Member, Institute of Management Science
- Member, European Marketing Academy
- Member, Association Française du Marketing

AWARDS

- 2000 - “Overall European Case of the Year” Award for the First Direct: Branchless Banking case study, ECCH (European Case Clearing House)
- 1997 - “Best Case of the Year” Award for the First Direct case study in Relationship Marketing category, EFMD (European Foundation for Management Development)
- 1996 - “Overall European Case of the Year” Award for the Virgin Atlantic Airways case study, ECCH (European Case Clearing House)
- 1995 - “Best Case of the Year” Award for the Virgin Atlantic Airways case study in Relationship Marketing category, EFMD (European Foundation for Management Development)
- 1995 - “Marketing Educator of the Year” Award, Club 55, the European Community of Marketing Experts
- 1991 - “Best Elective” Award, INSEAD
- 1989 - “Alumni of the Year” Award, INSEAD
- 1971 - 1974 Ford Foundation Fellow
- 1968 - 1969 British Council Research Fellow
- 1968 - Air France Fellowship

OTHER PROFESSIONAL ACTIVITIES

- Chairman, The Marketing Forum Europe, June 2001
- Chairman, The Global Conference on Marketing, MCE (1991-1998)
- Chairman, The Sixth International Marketing Conference, Brussels, June 1990
- Member of the Editorial Board of the *Journal of Marketing* (1990-1994)
- Editor, *The Markstrat Educators' Newsletter* (1987-1989)
- Member of the Editorial Board of the *Journal of Experiential Learning and Simulation* (1978-82)
- Member of the Editorial Board of the *Journal of Marketing Research* (1975-79)
- Co-editor of the *Encyclopédie du Marketing*, Editions Techniques (1977-79)

MAIN ACADEMIC RESPONSIBILITIES

- 2002 - Founder and Director of the Customer Focus: From Promise to Action programme, INSEAD
- 2001 - 2002 Founder and Director of the Competitive Fitness of Global Firms Initiative, INSEAD
- 1996 - Director of the HIMAC programme, INSEAD
- 1993 - 2002 Founder and Director of the Strategic Management of Services (SMS) programme, INSEAD
- 1993-1995
& 1983-1984
& 1978-1979 Coordinator of the Marketing Department, INSEAD
- 1985-1989 Founder and Director of the European Strategic Marketing Institute (ESMI), INSEAD
- 1984-1988 Founder and Director of the Advanced Industrial Marketing Strategy (AIMS) programme, INSEAD.

PARTICIPATION IN CONSULTING OR MANAGEMENT DEVELOPMENT ACTIVITIES

Consultant to a number of multinational corporations operating in industrial and/or consumer markets.

Main area of specialty :

Strategic marketing issues at the corporate or divisional level; organisation and staffing of management development programmes.

Clients include :

Boeing, British Broadcasting Corporation, British Telecom, Christian Salvesen, Citibank, Digital Equipment, General Electric, Hewlett Packard, IBM, ICI, ICL, Novartis, Novo Nordisk, Oracle, Partner Re, Polaroid, Rank Xerox, Remploy, UBS, Volvo, Zambon, Zeneca.

RESEARCH

Specialist in strategic marketing and currently directs a number of activities aimed at *Achieving Excellence in Customer Centricity*. These activities include corporate assessments, measurement tools, learning programs, and a forthcoming book. The “Customer Focus; From Promise to Action” executive program, which he has created at INSEAD, combines face-to-face sessions, a specially designed simulation, and the possibility to cascade the learning experience down the organization with a special on-line course. This customer centricity project is part of a broader interest in business capabilities that influence the market effectiveness of corporations. Author of five annual reports (1998-2002) on *Measuring the Competitive Fitness of Global Firms* (Financial Times Prentice Hall) presenting the assessment of leading global firms on such capabilities as customer orientation, innovation, marketing operations, e-business, or human resources.

VIDEOS

- Winning Together With Services II, Brussels, Video Management, 1997, versions produced in English, French and Dutch
- Winning Together With Services, Brussels, Video Management, 1995, versions produced in English, French and Dutch

CASES

- "First Direct: Branchless Banking", INSEAD, 1997
- "Virgin Atlantic Airways - Ten Years After", INSEAD, 1995

BOOKS & REPORTS

- Marketing Strategy : A Decision-Focused Approach, McGraw-Hill/Irwin, Fifth edition, 2006, with Orville Walker, John Mullins, and the late Harper Boyd.
- Marketing Management: A Strategic Decision-Making Approach, McGraw-Hill/Irwin, Fifth edition, 2005, with John Mullins, Orville Walker and the late Harper Boyd.
- Measuring the Competitive Fitness of Global Firms 2002, London, Financial Times Prentice Hall, 2002
- Measuring the Competitive Fitness of Global Firms 2001, London, Financial Times Prentice Hall, 2001
- The Report on the Competitive Fitness of Global Firms 2000, London, Financial Times Prentice Hall, 2000
- The Report on the Competitive Fitness of Global Firms 1999, London, Financial Times Management, 1999
- The MECA Report on the Competitive Fitness of Global Firms, London, Pitman Publishing, 1998.
- Markstrat3, The Strategic Marketing Simulation, 3rd edition, Southwestern, 1997, with Hubert Gatignon
- MARKOPS : The Simulation for Marketing Training (student edition), New York: McGraw-Hill, 1988. New Edition, Irwin, 1991.
- Readings in Strategic Marketing, Redwood City, California : The Scientific Press, 1989, edited with Victor J. Cook, Jr. and Edward C. Strong. (Completely revised edition of Readings in Marketing Strategy, published in 1982).
- MARKSTRAT2 : A Simulation for Marketing Strategy, Redwood City, California: The Scientific Press, 1989, with H. Gatignon. (Completely revised edition of MARKSTRAT : A Marketing Strategy Game, published in 1977).
- MARKOPS : La Simulation pour la Formation en Marketing (professional and academic editions), Veneux: Strat*X, 1989. (French translation of the English edition published in 1988).

- MARKOPS : The Simulation for Marketing Training (professional edition), Veneux: STRAT*X, 1988.
- Key Strategic Marketing Issues for the 1990s, Fontainebleau: INSEAD, 1987, with William W. Powell and Hardy Deutz Ebeling.
- INDUSTRAT: The Strategic Industrial Marketing Simulation, Englewood Cliffs, N.J.: Prentice-Hall, 1987, with David Weinstein.
- Marketing Management and Administrative Action, New York : McGraw-Hill, 1983, edited with Harper W. Boyd Jr., and Robert T. Davis.
- Le Basic: Une Introduction à la Programmation, Paris : Les Editions Eyrolles et les Editions d'Organisation, 1972, 7ème edition 1981.

ARTICLES AND OTHER CONTRIBUTIONS

- “Beyond Strategy: Market-based Capabilities”, in Business: The Ultimate Resource, Cambridge USA: Perseus Publishing; London, Bloomsbury Publishing, 2002, pp. 87-88.
- “Corporate Leadership in the New Economy”, The Salamander Link, the Magazine of the Insead Alumni Association, France, January 2000.
- “Pan-European Marketing : Combining Product Strength and Geographical Coverage”, in Spyros G. Makridakis, ed., Single Market Europe, San Francisco, Jossey-Bass, pp. 99-118 (revised version of “The Battlefield for 1992”).
- “The Battlefield for 1992: Product Strength and Geographic Coverage”, European Management Journal, Vol. 7, No. 2, June 1989, pp. 132-140, with Robert Gogel.
- “Le Marketing Stratégique”, in P. Joffre and Y. Simon, eds., Encyclopédie de Gestion, Paris : Economica, 1989, pp. 1833-1848.
- “Europe's Key Marketing Issues for the '90s”, International Advertiser, Vol. 1, No. 2, May-June 1988, pp. 20-23.
- “On Simulations in Business Education and Research”, Journal of Business Research, Vol. 15, No. 6, December 1987, pp. 559-571.
- “Le Marketing Stratégique”, in René Chatain, ed., Marketing Pharmaceutique, Paris : Lavoisier, 1986, pp. 562-575.
- “Strategic Astigmatism”, ISSUES, Vol. 2, No. 1, 1985, pp. 3-7, with Nick Hamel-Smith.
- “Managerial Judgement in Marketing: The Concept of Expertise”, Journal of Marketing Research, Vol.20, May 1983, pp. 101-121, with Reza Moinpour.
- “Setting Marketing Objectives”, in Steuart Henderson Britt and Norman F. Guess, eds., Marketing Manager's Handbook, Chicago: Dartnell, 1983, pp. 197-211, with Harper W. Boyd Jr.

- “STRATPORT : A Model for the Evaluation and Formulation of Business Portfolio Strategies”, Management Science, Vol. 28, No. 9, September 1982, pp. 979-1001, with V. Srinivasan.
- “Anticipatory Analysis for New Entry Strategies”, in Spyros Makridakis and Steven C. Wheelwright, eds., Handbook of Forecasting, New York, John Wiley, 1982, pp. 387-412.
- “STRATPORT : A Decision Support System for Strategic Planning”, Journal of Marketing, Vol. 45, No. 4, Fall 1981, with V. Srinivasan.
- “On Limitations of Positive Market Share - Profitability Relationships: The Case of the French Banking Industry”, in Richard P. Bagozzi et al., eds., Marketing in the 80's: Changes and Challenges, Chicago: American Marketing Association, 1980.
- “A Supportive Application of Management Science to Marketing Strategy Formulation”, Omega, Vol. 7, No. 3, 1979, pp. 207-218, with E.C. Strong.
- “Integrative Complexity and the Implementation of Marketing Models”, in R. Doktor, R.L. Schultz and D.P. Slevin, eds., The Implementation of Management Sciences, TIMS Studies in the Management Science, Vol. 13, New York : North Holland, 1979, pp. 171-188.
- “The International Product-Market Portfolio”, in S.C.Jain, ed., Research Frontiers in Marketing : Dialogues and Directions, 1978, Educators' Proceedings, Chicago : American Marketing Association, pp. 276-281, reprinted in Hans Thorelli and Helmut Becker, eds., International Marketing Strategy, New York, Pergamon Press, 1980).
- “The Foundations of Marketing Strategy”, in G. Zaltman and T.V. Bonoma, eds., Review of Marketing 1978, Chicago : American Marketing Association, 1978, pp. 41-72, with H.W. Boyd Jr., (reprinted in Sveriges Marknads Förbning, No. 4, 1977, and in Roger A. Kerin and Robert A. Peterson, eds., Perspectives on Strategic Marketing Management, Boston : Allyn and Bacon, 1980).
- “Les Modèles Quantitatifs de Comportement du Marché”, in C. Pinson, ed., Encyclopédie du Marketing, Paris : Editions Techniques, 1978, with H. Gatignon.
- “Markstrat: A New Approach for Teaching Marketing Strategy”, in B.A. Greenberg and D.N. Greenberg, eds., Contemporary Marketing Thought, 1977, Educators' Proceedings, Chicago: American Marketing Association, 1977, pp. 257-279.
- “Constrained Optimization of a University Preference Function”, Management Science, Vol. 24, No. 4, December, 1977, pp. 365-377, with D.S.P. Hopkins and W.F. Massy.
- “A Framework for the Evaluation of Marketing Models”, Journal of Marketing Research, Vol. 14, November 1977, pp. 487-498, with D.B. Montgomery.
- “Multiattribute Functions for University Top Management”, in Recherches en Marketing des Services, Proceedings of an FNEGE Conference, Aix, 1975, with D.S.P. Hopkins and W.F. Massy.
- “Multiattribute Preference Functions of University Administrators”, in Milan Zeleny (ed.), Multiple Criteria Decision-Making : Kyoto 1975, Berlin: Springer Verlag, 1976, with D.S.P. Hopkins and W.F. Massy.

- “A Study of Computer Use in a Graduate School of Business”, Communications of the ACM, Vol. 17, No. 4, (April 1974), with H.C. Lucas and D.B. Montgomery.
- “Integrating the Computer into a Business School Curriculum”, Decision Sciences, Vol. 5, No. 2, (April 1974), with H.C. Lucas and D.B. Montgomery.
- L'Entreprise Moderne, edited by H. Dougier, Paris : Hachette, 1972, author of the Marketing Section of the Encyclopedia.

UNPUBLISHED WORK

- The Strategic Planning of Financial Institutions, Phase I : A Conceptual Framework, report submitted to the FNEGE, August 1980, with N.O. Brito.
- “La Modélisation en Marketing”, review of main marketing decision models, 1978.
- Outil d'Auto-Diagnostic pour les PMI, work prepared for the Groupement General Interprofessionnel et Inter-Entreprise de Seine et Marne, author of Marketing Chapter, 1977.
- “International Differences Affecting Management Science Implementation”, paper presented at the Institute of Management Science Meeting in Athens, July 1977, with E.C. Strong.
- “The Markstrat Game: Positioning and Segmentation in the Design of a Marketing Strategy”, 5th Annual Meeting of the European Academy for Advanced Research in Marketing, CEDEP, April 1976.

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