



MARKETING

**PIERRE CHANDON**

Director, INSEAD Sorbonne University Behavioural Lab

Professor of Marketing

The L'Oréal Chaired Professor of Marketing - Innovation and Creativity

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**BIOGRAPHY**

Pierre Chandon is the [L'Oréal Chaired Professor of Marketing, Innovation and Creativity](#) at INSEAD in France, and the Director of the [INSEAD-Sorbonne University Behavioural Lab](#). He holds a PhD in marketing from HEC Paris and an MS in Business Administration from ESSEC. Prior to joining INSEAD, Pierre Chandon was a faculty of the London Business School and of the University of North Carolina at Chapel Hill. He has also held visiting positions at Kellogg, Wharton, and Harvard Business School.

Pierre Chandon studies innovative marketing solutions to better align business growth with consumer health and wellbeing. His research has been published in marketing journals (*Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, and *Marketing Science*) and in psychology or nutrition journals (*Appetite*, *Journal of Experimental Psychology: General*, *Nutrition Reviews*, *Obesity*, and *Psychological Science*).

Pierre Chandon won the best article award from the *Journal of Consumer Research* in 2010 and in 2014. In 2012, he received the O'Dell award for the article in the *Journal of Marketing Research* which was judged to have made the most significant long-term contribution to marketing. He was also twice a finalist for the Marketing Science Institute /H. Paul Root Award for the best article published in the *Journal of Marketing* in 2006 and in 2010. His research has been the subject of media coverage worldwide by, among others, *The New York Times*, *The Economist*, *The Financial Times*, *The Wall Street Journal*, *South China Morning Post*, NPR, *Le Monde*, *Cosmopolitan*, but also the *Daily Mail and Cosmopolitan*.

Pierre Chandon is a member of the policy board of the *Journal of the Association for Consumer Research*, a past associate editor of the *Journal of Consumer Research* and is currently on the editorial boards of the *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Appetite*, *Journal of Marketing Behavior*, *Recherche et Applications en Marketing*, *Cahiers de Nutrition et de Diététique*, and *International Journal of Research in Marketing*.

Pierre Chandon has written numerous award-winning case studies, including the global best case award from the CaseCentre in 2006 (marketing category), 2007 (marketing category and overall award), 2008 (overall

award), 2012 (overall award), and 2016 (overall award). The CaseCentre also awarded him the Outstanding Contribution to the Case Method Prize in 2016 and the Outstanding Case Teacher Prize in 2018. According to the CaseCentre, he is the 10th best-selling business case author of the past 40 years. He has worked with many of the largest consumer and luxury goods companies.

At INSEAD, Pierre Chandon teaches brand management in the MBA, EMBA, and executive education programs. He also teaches an innovative course entitled “The Body Business: Understanding Food and Wellbeing” in the MBA program. In 2017, he received the Dominique Héau award for inspiring education excellence at INSEAD. He was voted the best MBA elective course teacher by MBA students and has received the Dean’s Commendation for Excellence in teaching every year since its inception.

## RESEARCH AREAS

Food and Obesity, Perceptual Biases, Packaging, Habits, Intentions-Behaviour link, Point-of-Purchase Marketing

## TEACHING AREAS

Marketing Management, Brand Management, The "Body" Business (food, health, and well-being)

## CASE WEBSITES

- [Renova](#)
- [Cacharel](#)
- [L'Oréal in China](#)
- [Unilever in Brazil](#)
- [Who's #1: INSEAD, Harvard, Wharton, LBS?](#)
- [Candy Crush? Aligning Health, Business, and Pleasure in the Chocolate Industry](#)
- [Can 3G Capital Make Burger King Cool Again?](#)
- [Diesel](#)
- [The Carrot Rewards Wellness App: Using Financial Incentives for Social and Health Impact](#)