



Billy Salha, PhD

Professor – Speciality: Strategy
Director of Top Executive Programs

Phone: + 33 (0)1 53 32 76 30

Fax : +33 (0)1 53 32 76 31

E-mail : billy.salha@edhec.edu

EDUCATION

- 2005-2007 **PhD in Management Sciences (« Doctorat en Sciences de Gestion »)**
University Paris I Panthéon Sorbonne.
Thesis: “Vertical Brand Extension: Key Success Factors » with Professor Jean-Pierre Helfer
- 1989-1993 **HEC Paris Master in Management (“Grande Ecole”)**
Majored in Finance. Awarded the « Certificat d'excellence » (results in the top 5% of the 1993 class). Exchange programs with the Wirtschaftsuniversität, Vienna and the Sapienza University, Rome.
- 1993 **BA in History, from the Sorbonne University (Paris IV)**
Thesis: “The harbours and Scala of Ancient Lycia” with Professor André Laronde
- 2006 – 2017 Various Executive programs at INSEAD (Fontainebleau) and IMD (Lausanne)

TEACHING EXPERIENCE

- 2019- **EDHEC Business School**
Professor – Strategy & Director of Top Executive Programs

Classes in Business Strategy & Digital Transformation & Marketing

- Advanced Management Program (top executive program)
- EMBA in Paris & Lille
- MBA

PROFESSIONAL EXPERIENCE

- Since 2019 **Fleury Michon, Vendée region and Paris, France**
Fleury Michon is a \$750M€ food company manufacturing and selling various lines of high quality products in the Consumer, B2B and Airline catering sectors
Group CEO

2000-2018 **Société BIC, Paris & New York**
Bic is a global leader or top challenger in the stationery, lighter and shaver businesses

2009-2018: **General Manager Europe, then General Manager Europe - Asia – Pacific.** *Member of the Leadership Team, reporting to the CEO*

2001-2009: Global Marketing Director, then General Manager – Shaver Business Unit - Position based in New York, then Paris.
Member of the Leadership team as of 2007

1994-2000 **MARS Inc.**
Global leader/player in the confectionary, petfood and rice markets

- Entered Mars through the company-wide high-potential program
- Took rapidly rising responsibilities with significant business impact.

PUBLICATIONS

Michel, G. & Salha, B. (2005). L'extension de gamme verticale : clarification du concept, *Recherche et Applications en Marketing*, 20 (1), 65-78.

BOARD MEMBERSHIP

Vice-President of the Board of Directors, Ecole Sainte-Geneviève, Versailles

LANGUAGES

French, English - Fluent

Arabic, German, Italian - Read, spoken