

Florence Benoit-Moreau appointed Vice President for Student Life and Social Responsibility

Paris, Feb 1, 2021 - On January 28, 2021, the exceptional Board of Directors appointed Florence Benoit-Moreau, who holds a PhD in Management Sciences and head of the Marketing & Strategy Master's program at Dauphine - PSL, as the Vice President for Student Life and Social Responsibility. She assumes her new position starting February 1st.

Florence Benoit-Moreau graduated from HEC Paris and holds a PhD in Management Science from Dauphine - PSL. She is currently associate professor in Marketing at Dauphine - PSL where she is in charge of the Masters' degree in Marketing and Strategy.

Before her career in academia, she was consultant for the BCG (Boston Consulting Group). She is also a member of the Scientific Committee of Dauphine - PSL and member of the Conseil national des universités.

Her research addresses questions regarding the link between marketing and society: gender stereotypes, sustainable consumption, collaborative consumption (consumer's participation, sharing economy...). As of February 2021, she became a member of PSL's Executive Committee as the Vice-President for student life and social responsibility.

[Université PSL's executive committee](#) is now complete. It includes :

- **Alain Fuchs**, President
- **Emilienne Baneth-Nouailhetas**, Vice-President for International Relations
- **Florence Benoit-Moreau**, Vice President for Student Life and Social Responsibility
- **Remi Carminati**, Vice-President for Research
- **Claude Catala**, Chairman of the Academic Senate
- **Coralie Chevallier**, Vice-President for Education
- **Cédric Denis-Rémis**, Vice President, Development
- **Cédric Prunier**, Chief Operating Officer
- **Jean-Brice Rolland**, Chief of Staff to the President.

About PSL

Located in the heart of Paris, Université PSL inspires dialog among and between all areas of knowledge, innovation, and creativity in the Arts, Engineering, Sciences, Humanities and Social Sciences. Selective and committed to equal opportunity, it draws directly from current research to train researchers, artists, entrepreneurs, and managers who are aware of their social responsibility, both individual and collective. With 2,900 research professors, 17,000 students, 140 laboratories and 10 incubators, fablabs and co-working spaces, PSL is a human-scale university. It ranks among the world's top 50 universities according to the Shanghai, THE (Times Higher Education) and QS (Quacquarelli Symonds) rankings.

www.psl.eu

Université PSL

Conservatoire National Supérieur d'Art dramatique - PSL, Dauphine – PSL, École nationale des chartes - PSL, École nationale supérieure de Chimie de Paris - PSL, École normale supérieure - PSL, École Pratique des Hautes Études - PSL, ESPCI Paris - PSL, Mines Paris - PSL, Observatoire de Paris - PSL.

Collège de France, Institut Curie.

CNRS, Inserm, Inria.