



École des Roches

Lecture – Thursday 7 of January, 2021

« Marketing: brands, from their origin to their social and economic role. »

Pierre BERSAGOL (Pins/Coteaux 67/71)

Graduated in law and communication, Pierre BERSAGOL has spent his entire career in the world of marketing. After starting his career in advertising agencies, he moved on to large distribution companies, notably Auchan, where he held the position of Marketing Communication Director. He later became a Consultant, advising many companies on their strategy in his preferred field. A former Vice-President of the Union des Marques (formerly the Union des Annonceurs), he is particularly familiar with this field of activity.

