

CURRICULUM VITAE

Benoît LECAT



PROFESSIONAL ADDRESS	Wine & Viticulture Department College of Agriculture, Food & Environment Sciences California Polytechnic State University 1 Grand Ave, Building 11 San Luis Obispo CA 93407-0861, USA E-mail: blecat@calpoly.edu Phone: +1 (805) 756-2415
DATE OF BIRTH	25.01.1975
PLACE OF BIRTH	Haine-Saint-Paul, BELGIUM
MARITAL STATUS	Single
NATIONALITY	Belgian

I. CURRENT POSITION

- **2017-now:**
 - **Professor of Wine Business** (with tenure) & **Wine and Viticulture Department Head**, California Polytechnic State University, USA
- **2015-2017:**
 - **Full Professor of Wine Business** (tenure-track) & **Wine and Viticulture Department Head**, California Polytechnic State University, USA

Responsibilities include:

- Administration of academic programs, including management and evaluation of instructional, technical and administrative support staff; participating in faculty evaluations
- Curriculum management, review and development
- Coordination of facility management and development: on-campus vineyards, pilot winery and sales
- Formulation and implementation of strategic plans and budgets in consultation with administration, faculty and industry;
- Generation of resources through grants, gifts and donations
- Fostering alumni and industry relations.
- Teaching undergraduate courses
- Advising students
- Editing a yearly newsletter
- Serving on Committees a.o.
 - Center for Wine and Viticulture/Fermentation Science complex: Winery, Distillery and Brewery Implementation (technical committee and fundraising)
 - International development; Extended Education Development; curriculum development

II. EDUCATION

PhD

- **February 2006: PhD in Management, FUCAM**, Catholic University of MONS, branch of LOUVAIN School of Management, UCL Campus of Mons, BELGIUM, (B), [*public defense*].
 - **September 2005: PhD in Management (Marketing), University Robert Schuman, STRASBOURG III, FRANCE, (F)**, "*Mention très honorable avec félicitations du Jury*", *summa cum laude* [*private defense*].
 - **Dissertation defended on September 20, 2005 and on February 9, 2006: "Performance of distribution channels: an illustration within a large French Bank"** in collaboration with:
 - CREER (Centre for Research on the Economic Efficiency of Retailing, FUCAM, Catholic University of MONS, BELGIUM).
 - LARGE (Laboratoire de Recherche en Gestion et Economie, The Institute for Political Studies (IEP), STRASBOURG, FRANCE).
 - CNCM (Confédération Nationale du Crédit Mutuel, PARIS, FRANCE).

http://dial.academielouvain.be/downloader/downloader.py?pid=boreal:5882&datastream=PDF_01
- Thesis' committee:** Pr Alain BULTEZ (FUCAM, MONS, BELGIUM) and Pr Michel DIETSCH (IEP, STRASBOURG, FRANCE): **Thesis' advisors**; Pr Jacques THEPOT [University Louis Pasteur, STRASBOURG (F)]: **French Chairman**; Pr Rudy DE WINNE, [FUCAM, MONS, (B)]: **Belgian Chairman**; Pr Gérard CLIQUET [Université of RENNES I, (F)], Pr Marnik DEKIMPE [KULeuven, (B)], Pr Bart JOURQUIN [FUCAM, MONS, (B)]: **Jury Members**.

Postgraduate

- **1999-2000: Master of Science in Marketing**, Graduate School of Business Studies, KUL (Catholic University of LEUVEN), BELGIUM (B).
- **1997-1998: Specialised Master's Degree in Bank Management** (Diplôme d'Etudes Spécialisées en Management, orientation Gestion Bancaire), FUCAM, (B), DISTINCTION (*magna cum laude*).

Master

- **1995-1997: Master's Degree in Management (with a major in Finance)**, FUCAM, (B), DISTINCTION (*magna cum laude*).
 - **Dissertation's topic:** "*Analysis of the Belgian social and ethical bank-products*", (*written in French*), DISTINCTION; *magna cum laude*; (Selected for the BBL Best Dissertation Award).

Bachelor

- **1993-1995: Bachelor in Management**, FUCAM, (B).

Other degrees

- **1997-1999: Master's Degree in Political Science** (4-years program), FUCAM, (B), HIGH DISTINCTION (graduated first in his year); *summa cum laude*.
 - **Dissertation's topic:** "*The elaboration and implementation processes of Belgian Foreign Policy: Are Diplomats passive or active actors?*" (*Written in French*), HIGH DISTINCTION; *summa cum laude*.
- **1998-1999: ERASMUS-SOCRATES exchange program** (last year of the Degree in Political Science) between FUCAM, (B) and the School of Social Sciences, Department of Political Science and International Studies, The University of BIRMINGHAM, (U.K.); main topic: diplomacy.
- **1996-1997: Certificate in Human Resources Management**, FUCAM, (B), HIGH DISTINCTION; *summa cum laude*.

Wine Certification

- **Since 2015: Associate Member of the Institute of Wine and Spirits (Dip WSET, former AIWS)**
- **2014: Certified Sherry Educator**, Consejo Regulador Jerez-Xérès-Sherry y Manzanilla-Sanlúcar de Barrameda, October 3, 2014.
- **2012-2014: Level 4 Diploma in Wines and Spirits (title: Dip WSET), WSET, London, September 2, 2014, Pass.**
 - **Unit 1:** Wine Business, Pass With Merit (June 12, 2012 & November 2012)
 - **Unit 2:** Viticulture and Vinification, Pass With Merit (April 10, 2012)
 - **Unit 4:** Spirits, Pass (March 6, 2013)
 - **Unit 5:** Sparkling, Pass With Merit (March 6, 2013)
 - **Unit 6:** Fortified, Pass With Merit (November 6, 2013)
 - **Unit 3:** Light wines of the world, Pass
 - Theory paper, Pass (January 8, 2014) & Tasting paper, Pass (June 11, 2014)
- **2011: Level 3 Advanced Certificate in Wines and Spirits, WSET, Dijon, May 27, 2011, Pass.**

III. PAST POSITIONS

3.1. FULL TIME

ACADEMIA

FRANCE: BURGUNDY SCHOOL OF BUSINESS

2013-2015

- **Professor of Wine Marketing**, Wine Management Department, School of Wine and Spirits Business, ESC DIJON/Burgundy School of Business, FRANCE.

2009- 2013

- **Professor of Marketing**, Marketing Department, ESC DIJON/Burgundy School of Business, FRANCE.

SWITZERLAND: UNIVERSITY OF GENEVA

Sept 2009-February 2010

- **Director of the Master of Science in Management** (previously called Business Administration) and Preliminary Program in Management (HEC GENEVA, University of Geneva, Switzerland)/supervision of more than 100 students and 20 professors.

Jan. 2008 - September 2009

- **Director of the Master of Science in Business Administration and Preliminary Program in Business Administration** (HEC GENEVA, University of Geneva, Switzerland).

Sept. 2005 - December 2007

- **Academic coordinator** for the Master of Science in Business Administration and Induction Program in Business Administration (HEC GENEVA, University of Geneva, Switzerland).

BELGIUM: FUCAM

July 2004- August 2005

- **Research Assistant** of Professor A. BULTEZ (Head of CREER, FUCAM, Mons, BELGIUM).

2001-2004

- **Doctoral Student**, CIFRE Fellow (Convention Industrielle de Formation par la REcherche, PARIS, (F)), *March 2001-March 2004*.

PRIVATE & PUBLIC SECTORS

FRANCE

2001-2004

- **Market Researcher** (Chargé d'études), CNCM, PARIS, (F), March 2001-July 2004 (*address of the company: Confédération Nationale du Crédit Mutuel, Direction du Développement, Activités Canaux, 88-90, Rue Cardinet, 75847 Paris Cedex 17*). Main topics: Customer Relationship Management (CRM), location of outlets and design of bank services.

BELGIUM

Jan./Feb. 2001

- Fortis Bank, LA LOUVIÈRE, (B), function: **Trainee**.

March/July 00

- Internship at the European Commission, DG Agriculture, Unit Communication and Information, BRUSSELS, (B), function: **Assistant Press Officer**.

III. PAST POSITIONS (cont'd)

3.2. PART-TIME

SWITZERLAND: UNIVERSITY OF GENEVA

2014-2015:

- **Guest Lecturer** (Chargé de Cours Invité), Marketing Department, Geneva School of Economics and Management (GSEM), University of Geneva, SWITZERLAND (in charge of Management of Luxury Goods).

2013-2014

- **Guest Lecturer** (Chargé de Cours Invité), Marketing Department, HEC GENEVA, University of Geneva, SWITZERLAND (in charge of Management of Luxury Goods)

2012-2013

- **Guest Lecturer** (Chargé de Cours Invité), Marketing Department, HEC GENEVA, University of Geneva, SWITZERLAND (in charge of Marketing Communications & Management of Luxury Goods)

2009-2012

- **Guest Lecturer** (Chargé de Cours Invité), Marketing Department, HEC GENEVA, University of Geneva, SWITZERLAND (in charge of Services Marketing, Marketing Communications, Management of Luxury Goods and Management Simulation)

2005-2009

- **Assistant Professor** (Maître-Assistant), Marketing Department, HEC GENEVA.

SWITZERLAND: UNIVERSITY OF LAUSANNE

2008-2011

- **Invited Professor**, Marketing Department, HEC LAUSANNE, SWITZERLAND (in charge of Principles of Marketing and Luxury Management)

ROMANIA: UNIVERSITY OF BUCHAREST

2013-2015

- **Guest Lecturer**, UNESCO Department in Inter-cultural and Inter-Religious Exchanges University of BUCHAREST, ROMANIA.

AUSTRIA: EISENSTADT

2011-2013

- **Erasmus Exchange** with Fachhochschulstudiengänge Burgenland GmbH, Eisenstadt, Austria, class of Internationales Weinmarketing

IV. LANGUAGES

- **FRENCH:** mother tongue.
- **ENGLISH:** fluent.
 - 2002: TOEIC 890/990 (listening: 490/495; reading: 400/495).
- **DUTCH:** good knowledge.
 - July 2002: "Certificaat Nederlands als Vreemde Taal", Basiskennis (= middle level), Dutch Institute, Paris, (F).
 - September 2001-January 2002: Lectures at Dutch Institute, "Advanced III", Paris, (F).
 - December 2000: Intensive lectures at AVOC, VENLO, The Netherlands Grant (1250 EUR) provided by FOREM, (B).
 - August 2000: Certificaat Nederlands, Level 5, KUL, (B), Distinction.
 - October 98-May 99: Lectures at the Centre for Modern Languages, The University of Birmingham, U.K.
- **GERMAN:** basic knowledge.
- **ITALIAN:** basic knowledge.

V. AWARDS-FELLOWSHIPS

- **2018 Provost's Leadership Award for partnership in Philanthropy, Cal Poly - San Luis Obispo**
- **Best Wine Tourism Book in the WORLD Award-** Published chapter by COGAN L., CHARTERS S., FOUNTAIN J., CHAPUIS C., LECAT B. entitled: Is good wine enough? Place, reputation and wine tourism in Burgundy in *Best Practices in Global Wine Tourism*, NY: Miranda Press. Editors: Dr. Liz THACH, MW & Dr. Steve CHARTERS MW. 2017; Winner at Yantia, China International Gourmand World Book Awards (May 2017)
- **Best Wine Tourism Book in the USA-** Published chapter by COGAN L., CHARTERS S., FOUNTAIN J., CHAPUIS C., LECAT B. entitled: Is good wine enough? Place, reputation and wine tourism in Burgundy in *Best Practices in Global Wine Tourism*, NY: Miranda Press. Editors: Dr. Liz THACH, MW & Dr. Steve CHARTERS MW; Winner from Gourmand International Book Awards (2017).
- **Grant with OBU (5'000€):**
 - FARRELL T. & LECAT B., "An international comparison of the impacts of different forms of alcohol regulation on youth alcohol consumption", 2013.
- **Best Communication Award**, CHAPUIS C., COGAN L., LECAT B., "Food and Wine Tourism in Burgundy", Dominican University's Wine Marketing Conference: Innovations and Best Practices Conference 2013, Dominican University of California, San Rafael, Sonoma county, May 12, 2013.
- **Best Paper Award** with ORTH U., STöCKL A., BROUARD J., CAVICCHI A., FARAONI M., LARREINA M., OLSEN J., RODRIGUEZ-SANTOS C., VEALE R., WILSON D., "The role of tourism experiences in attaching consumers to regional brands", presented at 6th International Conference of the Academy of Wine Business Research, BEM- Bordeaux Management School, France, June 9-11, 2011.
- **CIFRE Fellow** (Convention Industrielle de Formation par la REcherche, PARIS, FRANCE), March 2001-March 2004.
- **CEFAG Fellow** (Centre Européen de Formation Approfondie à la Gestion), doctoral program organised by FNEGE (Fondation Nationale pour l'Enseignement de la Gestion des Entreprises), (F), 2002-2003:
 - CEFAG Doctoral Seminar on Methodology and Qualitative Methods in Management Science, LA LONDE LES MAURES, (F), 2002 November 3-8 ;
 - CEFAG Doctoral Seminar on Methodology and Quantitative Methods in Management Science, LILLE, (F), 2002 August 25-30 ;
 - CEFAG Doctoral Seminar on Epistemology and Methodology in Management Science, BARBIZON, (F), 2002 June 23-28.
- **EDEN Fellow** (The European Institute for Advanced Studies in Management's Doctoral Educational Network):
 - EDEN Doctoral Seminar on Measurement Models in Marketing, BRUSSELS, (B), 2002 September 2-6.
- **Grant** (4500 EUR) provided by the French Ministry of Research to reinforce the international academic collaboration between FUCAM (B) & IEP-Strasbourg (F), 2001-2004.

VI. ACADEMIC RESPONSABILITIES

A) Conference organiser

- Workshop on Innovation & Trends in Wine Management, June 21, 2013, Dijon.
- International Conference on Innovation & Trends in Wine Management (ITWM), June 22, 2012, Dijon, **Chairman of the Scientific Committee** (more than 50 participants).
<http://itwmconference.wordpress.com/>
<http://itwmconference.files.wordpress.com/2012/07/program-of-the-conference.pdf>

B) Track Chair

- Track Chair of Branded Wine Marketing and Fine Wines Track, 2019 Global Fashion Management Conference, ESCP Europe July 11-14, Paris, France.
- Track Chair of Wine Marketing and Management Track, 2018 Global Marketing Conference, July 19-22, Tokyo.
- Track Chair of Branded Wine Marketing and Fine Wines Track, 2017 Global Fashion Management Conference, July 6-9, University of Vienna, Austria.
- Track Chair of Wine Marketing and Management Track, 2016 Global Marketing Conference, July 21-24, 2016, Hong Kong.
- Track Chair of Fashion, Design, Innovation and Wine Marketing, 2015 Global Fashion Management Conference, June 25-28, 2015, Florence, Italy.
- Track Chair of Wine Marketing and Management Track, 2014 Global Marketing Conference, July 15-18, 2014, Singapore.

C) Programs

- **2012-2015: Coordinator** of module 2: Art de Vivre; module 3: Food & Wine Tourism and Wine Marketing and module 4: Wine product and Tasting Focus in the EcoGastronomy exchange semester between UNIVERSITY OF NEW HAMPSHIRE & Burgundy School of Business.
- **2009-2013: Head of Module** "Institutional and Personal Communication" in Certificate (continuing education) in Marketing Strategy, Communication and e-Business (HEC GENEVA, University of Geneva, Switzerland).
- **2011-2013: Head of Module**, "Food, Wine and Culture in Burgundy" in OXFORD-Brookes University & Burgundy School of Business joint Program, Master of Arts in Food, Wine and Culture.
- **Sept 2009-Feb 2010: Director** of the Master of Science in Management (previously called Business Administration) and Preliminary Program in Management (HEC GENEVA, University of Geneva, Switzerland)/supervision of more than 100 students and 20 professors.
- **Jan 2008-Sept 2009: Director** of the Master of Science in Business Administration and Induction Program in Business Administration (HEC GENEVA, University of Geneva, Switzerland).
- **Sept 2005-Dec 2007: Academic coordinator** for the Master of Science in Business Administration and Induction Program in Business Administration (HEC GENEVA, University of Geneva, Switzerland).

D) Scientific Committee of Programs

- **2009-2015:** Member of the Scientific Committee of the Master of Science in Wine Business, Burgundy School of Business, Dijon, France.
- **2005-2014:** Member of the Scientific Committee of the Master of Science in Management and Preliminary Program in Management, HEC GENEVA.

E) International Research Committee

- **2007-2011: member of EIASM's** (European Institute for Advanced Studies in Management) Programme Development Group (PDG).

F) Scientific Committee of Conferences

- "Interdisciplinary and International Wine Conference" co-organized by Burgundy School of Business and Brock University, Dijon, July 2009.

G) Scientific Committee of Research Center

- **Since 2015:** Romanian Center for Sustainable Management
- **Since 2014:** Swiss Institute for Sustainable Management, Geneva
- **2009-2015:** Member of the Scientific Committee of "Wine Management Institute"/Institut du Management du Vin, Burgundy School of Business, Dijon, France

VI. ACADEMIC RESPONSABILITIES (cont'd)

H) Reviewing

- 2012-2018: member of the reading committee of *Revue Française de Marketing* run by Professor Jourdan (chief-editor).
http://www.adetem.org/xwiki/bin/view/Space_NBAdetemStatic_Wiki/ComiteRdactionRFM

Journals

- September 2015: reviewer for the **special issue of International Journal of Wine Business Research**, on "Aesthetics, ephemerality and the luxury of wine: implications for luxury wine marketing and brand management"
- August 2015: reviewer for the **special issue of Journal of Business Research** on "Luxury Brand Strategies and Customer Experiences: Design, Fashion, Hospitality, Marketing, Psychology, and Tourism Contributions to Theory and Practice"
- Since July 2015: occasional reviewer for "**International Journal of Entrepreneurship and Small Business**"
- Since September 2013: occasional reviewer for "**Wine Economics and Policy**"
- Since January 2009: occasional reviewer for "**Journal of Business Research**"
- Since September 2007: occasional reviewer for "**Managing Service Quality**"
- Since November 2008: occasional reviewer for "**R&D Management Journal**"
- Since June 2008: occasional reviewer for "**International Journal of Wine Business Research**"

Conferences

- Since 2015, occasional reviewer for **2016 AMS 19th World Marketing Congress**, IESEG School of Management, Paris.
- Since January 2015, occasional reviewer for "**EMAC**"
- Since 2015, reviewer for "**Global Fashion Management Conference**"
- Since 2014, reviewer for "**Global Marketing Conference**"
- Since December 2014, occasional reviewer for the "**2015 Academy of Marketing Science 2015/World Marketing Congress**"
- Since July 2014: occasional reviewer for the "**ANZMAC Conference, Brisbane**" (Australian & New Zealand Marketing Academy)
- Since June 2012: occasional reviewer for the "**Colloque Etienne THIL, Lille**"
- Since March 2012: reviewer for "**International Conference on Innovation & Trends in Wine Management (ITWM)**", Dijon
- Since December 2010: occasional reviewer for "**the Annual Conference of the French Marketing Association**" (AFM)
- Since January 2008: reviewer for the "**International Conference of the Academy of Wine Business Research**" (AWBR)

Books

- Since November 2010: occasional reviewer for **Pearson editions** (book).
- Since July 2007: occasional reviewer for **Thomson editions** (book).

Award

- Since November 2008: reviewer for the **best student's dissertation award** of the (Belgian) Marketing Foundation.

I) PhD program (Oxford Brookes University-Northumbria)

- **Tutor at the Business School Research Methodology Summer School, Dalyan, Turkey, September 6th- 13th, 2010** [other tutors: Dr David Bowen and Dr Karen Handley (both OXFORD BROOKES UNIVERSITY), Dr Sandra Corlett and Dr Ike-Elechi Ogba (both NORTHUMBRIA); Dr Toni Hilton (LONDON MET) and Professor Mark Saunders (SURREY)].

VII. RESEARCH

A. PUBLICATIONS (with referees)

IN THE REVIEWING PROCESS

[18] PELET J.-E., LECAT B., TAIEB BN., TERBLANCHE, WAYE V., (2019), "Optimising distribution with social media and collaborative consumption through social wine traders", *Journal of Business Research* **(submitted)**

[17] BALLANTYNE D., CHAPUIS C., LECAT B., TERBLANCHE N., (2019), "Old world and new world wine concepts of terroir and wine: Perspectives of three renowned non-French wine makers", *Journal of Wine Research* **(submitted)**.

[16] LEWIS G., CHARTERS S., LECAT B., ZALAN T. (2019), "The impact of setting on wine tasting experiments: Do blind tastings reflect the real-life enjoyment of wine?", *International Journal of Wine Business Research* **(submitted)**.

A. PUBLICATIONS (with referees) Cont'd

[15] PELET J.-E., LECAT B., KHAN J., RUNDLE-THIELE S., WEGMANN A.-L., LEE L., VIGAR-ELLIS D., MCGARRY WOLF M., KAVOURA N., KATSONI V., (2018), "Winery website loyalty: the role of sales promotion and service attributes", *International Journal of Wine Business Research*, Vol. 30, N°2, pp.138-152.

[14] KIM S., LECAT B., (2017), "An Exploratory Study to Develop Korean Food and Wine Pairing Criteria", *Beverages: Special issue on Food and Wine Pairing*, Vol. 3, N°40, 19 p. <http://www.mdpi.com/2306-5710/3/3/40>

[13] PELET J.-E., LECAT B., KHAN J., RUNDLE-THIELE S., WEGMANN A.-L., LEE L., VIGAR-ELLIS D., MCGARRY WOLF M., KAVOURA N., KATSONI V., (2017), "Don't believe the hype: A grounded exploratory six country wine purchasing study", *Journal of Wine Research*, Vol. 28, N°2, pp. 91-104.
<http://www.tandfonline.com/eprint/8MVtketmmEvYajbxSivu/full>

[12] CHAPUIS C., LECAT B., (2017), "Food and Wine Pairing in Burgundy: the case of Grands Crus", *Beverages: Special issue on Food and Wine Pairing*, Vol. 3, N°10, 26 p. www.mdpi.com/2306-5710/3/1/10/pdf

[11] LECAT B., BROUARD J., CHAPUIS C., (2017), "Fraud and Counterfeiting wines in France: an overview and perspectives", *British Food Journal: Special Issue on Food and Supply Chain integrity*, Vol. 119, N°1, pp. 1-23. <http://www.emeraldinsight.com/doi/abs/10.1108/BFJ-09-2016-0398?af=R&>

[10] LECAT B., LEFUR O., OUTREVILLE J.-F., (2016), "Perceived risk and the willingness to buy and pay for "corked" bottles of wine ", *International Journal of Wine Business Research*, Vol. 28, N°4, pp. 286-307.

[9] LECAT B., CHAPUIS C., BROUARD J., COGAN L., (2016), "Lack of trust in the wine chain: The case of Cruse affair for the Bordeaux wines (Winegate) and its consequences on the Burgundy Wine Industry", *Recent Patents on Food, Nutrition & Agriculture, Special issue on Understanding consumer expectations and reducing asymmetry between consumers and producers: a challenge for food producers in a monopolistic competition market*, Vol 8, N°1, pp. 25-29.
<http://benthamscience.com/journal-files/special-issue-details/RPFNA-SII20141003-01.pdf>

[8] CAVICCHI A., GILINSKY A., CLAKE A., LECAT B., (2014), "Columns", *Wine Economics & Policy*, Vol. 3, pp. 138–141 (available online November 21, 2014).
<http://www.sciencedirect.com/science/article/pii/S221297741400026X/pdf?md5=fdb9f0ceebee1aa122f302975c27892d&pid=1-s2.0-S221297741400026X-main.pdf>

[7] PELET J.-É. & LECAT B. (2014), "Smartphones and wine consumers: A Study of Gen-Y", *International Journal of Wine Business Research*, Special Issue: 2013 AMS Conference, Vol. 26, Issue 3, pp. 108-207.
[Abstract] <http://www.emeraldinsight.com/doi/abs/10.1108/IJWBR-04-2013-0015?journalCode=ijwbr>

[6] PELET J.-E. & LECAT B. (2012), "Enhancing learning and cooperation through digital virtual worlds", *International Journal of Virtual and Personal Learning Environments*, vol. 3, (2), April-June, pp. 59-76.
[Abstract] <http://www.igi-global.com/article/virtual-worlds-next-asset-virtual/67117>

[5] ORTH U., STÖCKL A., BROUARD J., CAVICCHI A., FARAONI M., LARREINA M., LECAT B., OLSEN J., RODRIGUEZ-SANTOS C., SANTINI C., VEALE R., WILSON D., (2012), "Using attribution theory to explain tourists' attachments to place-based brands", *Journal of Business Research*, Vol. 65, Issue 9, p. 1321-1327.
[Abstract] <http://www.sciencedirect.com/science/article/pii/S0148296311003717>

[4] COLMANT B. & LECAT B., (2011), "Le Secret Bancaire Suisse : Quand le gâteau est énorme, chaque Etat en veut une part !", *Cahier du CEREN, numéro spécial sur la géopolitique, Working Paper*, N°35, pp. 79-84.
[Abstract] http://documents.escdijon.eu/pdf/ceren/cahiers_35/78.pdf

[3] LECAT B., (2008), "Comment promouvoir son pays, sa région ou sa ville auprès des investisseurs étrangers ? Identification des critères d'implantation et de leur importance par l'entremise du marketing public", *Reflets et Perspectives de la vie économique*, Tome XLVII, vol. 2, pp. 71-83.
http://www.cairn.info/load_pdf.php?ID_ARTICLE=RPVE_472_0071

[2] LECAT B., (2006), "La performance des canaux de distribution", Fiche de thèse, *Recherche et Applications en Marketing*, Volume 21, N° 4, pp. 100-102.

[1] LECAT B., (2003), "Du mono-canal banal au multi-canal infernal : tend-on vers un point d'équilibre ?", *Les cahiers du Numérique, numéro spécial: la finance électronique*, Vol. 4, n°1, Germes-Lavoisier, Paris, pp.131-152. http://www.cairn.info/zen.php?ID_ARTICLE=LCN_041_0131

B. BOOK CHAPTERS

[11] LECAT B., AMPASCHER W., HIGGINS L., LINDSAY FERRARA A., MC GARRY WOLF M. (2018), Wine sector: definitions and nuances: From global to country analysis: A comparison between the Old World, the New World and the Emerging Wine Countries from 2005 to nowadays in CAVICCHI A. AND SANTINI C., *Consumer Science and Strategic Marketing: Case Studies in the Wine Industry*, Elsevier

[10] COGAN L., LECAT B., CASEAU C., CHAPUIS C., (2016), *How important is "spiritourism" in France? An exploratory study/ Welche Bedeutung hat "Spiritourismus" für Frankreich? Eine explorative Studie*, in WAGNER D., MAIR M., STÖCKL A.-F., DREYER A. (ed.), *Kulinarischer Tourismus und Weintourismus, Culinary and Wine Tourism Conference 2015*, Spinger Gabler Publishing, pp. 29-43.

[9] COGAN L., CHARTERS S., FOUNTAIN J., CHAPUIS C., LECAT B. (2016), *Is good wine enough? Place, reputation and wine tourism in Burgundy* in THACH L. & CHARTERS S., ed. *Best Practices in Wine Tourism: Case Studies from Around the World*, NY: Miranda Press.

- Best Wine Tourism Book in the WORLD– 2017 Winner at Yantia, China International Gourmand World Book Awards (May of 2017)
- Best Wine Tourism Book in the USA– 2017 Winner from Gourmand International Book Awards.

[8] LECAT B., RUHDORFER F. & SHIBIB W., STRAUB T. (2014), Chapter Marketing in STRAUB ed., *Einführung in die Allgemeine Betriebswirtschaftslehre, 2. Aktualisierte und erweiterte Auflage*, Pearson Deutschland, pp.94-127.

[7] LECAT B., STRAUB T. (2014), Chapter Sales in STRAUB ed., *Einführung in die Allgemeine Betriebswirtschaftslehre, 2. Aktualisierte und erweiterte Auflage*, Pearson Deutschland, pp.128-163.

[6] LECAT B., (2014), Distribution in CHARTERS S. & GALLO J. ed., *Economie et Management du Vin*, Pearson, pp. 209-224.

[5] LECAT B., (2014), Wine Distribution in CHARTERS S. & GALLO J. ed., *Wine Business Management*, Pearson, pp.193-206.

[4] STÖCKL A., LICK E., CAVICCHI A., LECAT B., MORENO A., SANTINI C. , TREIBER B., (2014), Chapter 16. The drink driving dilemma in connection with food and wine events: A cross-national evaluation of best-practice solutions from the point of view of generation Y, in CAVICCHI A. and SANTINI C. (ed.), *Food and Wine Events in Europe: A stakeholder approach*, Routledge, pp.213-223.

[3] CHAPUIS C. & LECAT, (2013), Chapter 11. Embedding food and drink culture in SLOAN D. (ed.), *Food and drink: the cultural context*, Goodfellow Publishers, Oxford, pp.114-133.

http://www.goodfellowpublishers.com/free_files/Chapter%206-f4247699d4f56186c927ea04b338c841.pdf

[2] LECAT B., RUHDORFER F. & SHIBIB W. (2011), Chapter Marketing in STRAUB ed., *Einführung in die Allgemeine Betriebswirtschaftslehre*, Pearson Deutschland, pp.89-119.

http://www.pearson-studium.de/media_remote/katalog/bsp/9783868940466bsp.pdf

[1] LECAT B., (2011), Chapter Sales in STRAUB ed., *Einführung in die Allgemeine Betriebswirtschaftslehre*, Pearson Deutschland, pp.120-155.

ABSTRACT IN PREPARATION FOR COMING CONFERENCES

Topics

- Old wines and fake
- List of appellations
- Michelin Restaurant Price evolution
- Best deals in Burgundy in the myriad of appellations and climates
- Craft beers

C. CONFERENCES (with peer-reviewing process and proceedings)

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[3] LECAT B., "Buying decision with French wine: how important is the type of stopper? A comparison between French and French-speaking Swiss consumers", ESC Dijon, France, May 23, 2008.

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- Atelier de publication en Anglais, Association Française du Marketing, HEC-Paris, September 25, 2008 & March 6, 2009
- FUNDP (Namur-Belgium), 18th February 2008
- FUCAM (Mons-Belgium), 3rd March 2008
- ESC-Lille (France), 28th March 2008
- HEC Geneva (Switzerland), 3rd April 2008
- ESCP-EAP (Paris), 9th April 2008.
- Workshop on Writing and Publishing, The European Institute for Advanced Studies in Management, Brussels, Belgium, March 5-6, 2007

[1] LECAT B., (2003), "*Un nouveau mode de partenariat et de financement de la recherche doctorale : le contrat CIFRE*", Mini-Fête de la Recherche, FUCAM, Mons, (B), 2003 September 12.

G. PUBLIC REPORT

[1] ANTILLE GAILLARD G., DUMONTIER P., LECAT B., TELLEZ J., "Evaluation de la politique de promotion économique du canton de Genève ", *University of Geneva*, May 2006, 159 pages.
http://www.unige.ch/gsem/lea/recherche/Audit/OPE_Rapportfinal_213.pdf

H. DOCTORAL COLLOQUIUM/SEMINARS

[6] LECAT B. (2003), Presentation of the thesis' proposal, FUCAM, Mons, Belgium, 2003 June 8.

[5] Selected for 16th *EIASM/EMAC Doctoral Colloquium*, University of Strathclyde, Glasgow, (U.K.), 2003 May 18-20.

[4] LECAT B., (2002), "*Distribution channels performance: An illustration within a large French Bank : how to identify determinant channels' attributes*", (written in French), CEFAG Doctoral Seminar on Methodology and Qualitative Methods in Management Science, La-Londe-les-Maures, (F), 2002 November 3-8.

[3] LECAT B., (2002), "*Distribution channels performance: An illustration within a large French Bank*", International Doctoral Seminar in Retailing Research, 5th Conference Etienne THIL, La Rochelle, (F), 2002 September 23-27.

[2] LECAT B., (2002), "*Distribution channels performance: An illustration within a large French Bank: development of a diagnostic tool allowing the identification of opportunities in term of optimal network relocation*", (written in French) CEFAG Doctoral Seminar on Methodology and Quantitative Methods in Management Science, Lille, (F), 2002 August 25-30.

[1] LECAT B., (2002), "*Distribution channels performance: An illustration within a large French Bank: Methodology*", (written in French), CEFAG Doctoral Seminar on Epistemology and Methodology in Management Science, Barbizon, (F), 2002 June 23-28.

I. MISCELLENIOUS

[11] Quoted in "Déménager sa cave à vins en Californie", December 5, 2015, available at: <https://frenchmorning.com/demenager-sa-cave-a-vins-en-californie/>

[10] Review of the book by CHAPUIS C., (2017), "Sustainable Viticulture: the vines and wines of Burgundy", Apple Editions.

[9] Interviewed by Ann-Marie Cornejo/Cal Poly News, (2016), "Questions & Answers: Benoît Lecat", Winter.
<http://magazine.calpoly.edu/winter-2016/questions-answers-benoit-lecat/>

[8] Foreword/Préface of the book by CHEVRIER P., (2015), "100 Eaux-de-vie, liqueurs et spiritueux extraordinaires, Collection enrichie par une encyclopédie des boissons distillées, fermentées et macérées du Monde d'hier et d'aujourd'hui", Glénat.

[7] Interviewed by Cristina d'Agostino, Bilan (leading weekly magazine in French-speaking part of Switzerland), (2015), "Le future du Luxe: l'Empire du Sens, Bilan Luxe, Fall 2015, pp. 30-33.

[6] Interviewed by Vinul (leading wine magazine in Romania), (2014), "In tarile producatoare, lumea bea mai puțin, dar mai bun", Nr 73, pp. 32-33.

[5] Advisor for a MOOC's (Massive Open Online Course) project run by Professor Lewis (Melbourne Business School), Australian Government Organisation of Learning & Teaching grant to develop a MOOC entitled Strategic Management in the International Wine Industry – a Course in Applied Strategic Thinking.

[4] Interviewed by Business Conexión (Mexico), "Sobre la industria del vino en Baja California", N°29, July-August, 2013. http://www.businessconexion.info/articulos/dr_benoit_lecat

[3] Interviewed by Business Conexión (Mexico), "Taller de Innovación y Tendencias en el Sector Vinícola/A Workshop about Innovation and Trends in the Wine Industry for Baja's Wine Makers, N°28, May-June 2013, pp.58-59.

[2] Interviewed by Michael Gerber (*Schweizer Fernsehen*), January 29, 2010 on repositioning of the luxury company Caran d'Ache.

[1] Debate on misleading advertising with B. MULLER (HEC Lausanne) and E. GRIPON (journalist), *Café des Sciences, Forum de Meyrin*, Geneva, Switzerland, February 4, 2010.

<http://www.meyrin.ch/jahia/webdav/site/meyrin/shared/Janvier%202010%20No%20115.pdf>

VIII. CONSULTING

[7] Since 2009, adviser for SME's in the luxury sector: a.o. cigar industry, wine industry and on-measure furniture but also shoes, bags, Public Administration and some specialised funds.

[6] Swiss Watch Makers, Seminar on how to reposition the brand, July 7, 2011.

[5] Three-Days Seminar on Wine Branding Strategies, Al Ahram Beverages Company (ABC)/Heineken Egypt, Dijon, February 28- March 1-2, 2011.

[4] Association des Intérêts de Carouge (Storekeepers' Association), Switzerland, "Survey on the perception of Carouge's stores by consumers", April 2010.

[3] Seminar on Branding, UICC, International Union Against Cancer, Geneva, August 20, 2009.

[2] Department of Economy, Employment and Foreign Affairs, Republic of Geneva, "Evaluation of the economic promotion policy", October 2005-June 2006 (budget 80.000 CHF).

[1] Crédit Mutuel, "Optimal location of a network of bank branches", Clermont-Ferrand, France, 2005.

IX. TEACHING ACTIVITIES

Project

- **ICS Chardonnay Certificate**
 - **A Five Session Study of the World's Most Consumed White Wine, Chardonnay With Dr Casassa, 2018.**
 - The Sparkling, Sweet and Late Harvest Wines
 - United States Chardonnay
 - International Chardonnay
 - Burgundy Wines
 - Grape based spirits (Fine and Marc)

A. Current Teaching Activities 2015-present

- **Cal Poly**
 - **BACHELOR OF SCIENCE IN WINE AND VITICULTURE**
 - WVIT 102: Global Wine & Viticulture (40 hours): **Fall & Spring**
 - WVIT 470: European Wine Tour: **Spring 2018 (20 hours) & Summer 2018 (2 weeks)**

B. Previous Teaching Activities

Academic year	Face-to-face teaching
2014-2015	330 hours
2013-2014	378 hours
2012-2013	405 hours
2011-2012	315 hours
2010-2011	350 hours
2009-2010	370 hours

IX. TEACHING ACTIVITIES/PREVIOUS ACTIVITIES (cont'd)
FRANCE

- **ESC Dijon 2009-2015**
 - **BACHELOR IN BUSINESS (1.5 ECTS each):**
 - 2010-2014: Distribution systems (15h), Distribution Strategies (15h),
 - 2009-2014: Sales Fundamentals (15h).
 - **MASTER IN MANAGEMENT (1.5 ECTS each):**
 - 2012-2013: Applied marketing research (6h*),
 - 2010-2014: Strategic Marketing (21h),
 - 2011-2012: International Marketing (15h),
 - 2009-2010: Marketing Mix (21h), Services Marketing (15h*).
 - **MASTER OF SCIENCE IN WINE BUSINESS [3 ECTS each]:**
 - 2013-2015: Distribution & Prowein (15h), Grapes and Wines of the World (51h30, including tasting session and class on spirits), & Wine Evaluation WSET 3 (27h; tasting: 21h).
 - 2012-2015: Wine Market (15h/30h),
 - 2012-2013: Wine Placement, Pricing and Sales (15h/30h),
 - 2011-2012: Wine Strategic Marketing (30h), Wine Negotiation & Sales (15h),
 - 2010-2011: Wine Distribution (15h),
 - 2009-2011: Wine Consumer Behaviour (15h), Wine Marketing Research (15h),
 - 2009-2010: Global Wine Business (15h), Applied Wine Marketing (15h).
 - **MASTER OF SCIENCE IN WINE MANAGEMENT:**
 - 2014-2015: Grapes and Wines of the World (51h30, including tasting session and class on spirits) & Wine & Wine Evaluation WSET 3 (27h; tasting: 21h).
 - **MASTER OF SCIENCE IN INTERNATIONAL TRADE OF WINE AND SPIRITS [=Mastère Spécialisé en Commerce International des Vins & Spiritueux (CIVS)] (3 ECTS, taught in French):**
 - 2013-2015: Class on spirits (3h),
 - 2013-2014: Class on Beers (2h),
 - 2010-2015: Wine Operational Marketing (30h*).
 - **INTERNATIONAL PARTNERSHIP**
 - **UNIVERSITY OF NEW HAMPSHIRE EcoGastronomy semester at Burgundy School of Business, 2012-2015:**
 - Module 2: Art de Vivre (food in practice: 15h & field trip:15h);
 - Module 3: Food & Wine Tourism and Wine Marketing (wine marketing: 15h & field trip: 15h);
 - Module 4: Wine product and tasting focus (Tasting & field trip: 15h)
 - **Master of Arts in Food, Wine and Culture in partnership with OXFORD BROOKES UNIVERSITY (3 ECTS), 2011-2013:**
 - Food, Wine and Culture in Burgundy, (one intensive week).
 - **Specific program with ROOSEVELT UNIVERSITY, CHICAGO, 2010-2011 & 2013-2014:**
 - Marketing Communication in France, class on Marketing of Fine Wines, March 10, 2014 & March 8, 2011.
 - **Continuing Education: Executive MBA (3 ECTS):**
 - **2009-2013:** Strategic Marketing (30h*).
- **Other Business Schools**
 - **ICN Business School-Nancy:**
 - **March 2014,** Master of Science in Design and Luxury Management: Wine & spirits (6h).
 - **ESC Rouen:**
 - **December 6, 2008:** seminar on bank marketing (6 hours, *).
 - **November 30, 2007:** seminar on bank marketing (6 hours, *).
 - **EDHEC, Lille, 2002:**
 - Session related to the "*Retailing of financial services*", (*) in lecture of Marketing Services, elective for last year's student, 29th November 2002 & 6th December 2002.

IX. TEACHING ACTIVITIES/PREVIOUS ACTIVITIES (cont'd)

SWITZERLAND

- **HEC GENEVA, 2005-2015 (3 ECTS for each class):**
 - **Master of Science in Business Administration (2008-2015):**
 - Management of Luxury Goods (30h).
 - **Master of Science in Business Administration (2005-2011):**
 - 2005-2010: Management Simulation (case study on the management of an airport,
 - 2005-2011: Services Marketing and Business-to-Business Marketing (30h),
 - 2005-2008: Marketing Research (30h*).
 - **Bachelor in Business Administration (2005-2009/2011-2012):**
 - Marketing Communications (30h*).
 - Seminar on how to make a questionnaire, December 4, 2006, Junior Entreprise Genève, JEG. (3h)
- **HEC LAUSANNE, 2008-2011 (invited Professor)**
 - **Bachelor in Management (2008-2011):**
 - Principles of Marketing (3 ECTS, 30h*).
 - **Master of Science in Management (2010-2011)**
 - Luxury management (3 ECTS, 30h).
- **Executive program**
 - **HEC GENEVA, 2009-2014:**
 - **Certificate (continuing education) in Marketing Strategy, Communication and e-Business:** Communication (15h*).
 - **HEC GENEVA, 2009-2012:**
 - **Certificate (continuing education) in Modern Management for Non Profit Organizations (3 ECTS):** module communication and promotion (15h).
 - **HEC GENEVA, 2008-2010:**
 - **Executive MBA: Marketing** [3 ECTS, 30h].
 - **HEC GENEVA, 2005-2007:**
 - **Certificate (continuing education) in Marketing Strategy, Communication and e-Business:** Marketing Tools (*qualitative methods, secondary data, marketing models*).

AUSTRIA

- **Erasmus Exchange, 2011-2013** with Fachhochschulstudiengänge Burgenland GmbH, Eisenstadt, Austria:
 - Class on Internationales Weinmarketing, June 1-4, 2012.
 - Class on Wine Tourism for Professionals in France, May 3-4, 2013

ROMANIA

- **UNIVERSITY OF BUCHAREST (Guest-lecturer), 2012-2015**
 - **Master Program in Business Administration, UNESCO Department in Inter-cultural and Inter-Religious Exchanges:**
 - Supply Chain Management and Logistics, April 8-12, 2013.
 - Business Communication & Supply Chain Management, February 3-14, 2014.
 - Business Communication, October 21-23, 2015 & Theory and Practice of Business Administration, May 7-9, 2015

BELGIUM

- **GEMBLOUX AGRO-BIO TECH, University of Liège, 2015-2017:**
 - **Guest-speaker (Dec 18, 2015; Dec 16, 2016): Certificat Universitaire Arômes et Innovation:** *Speech on innovation and marketing of wine, beers and spirits (3h)*
- **MONS FORMATIONS, Cuesmes, 2004-2005:**
 - Advertising, (30h* with Fabien BOURGIES);
 - Marketing Research (30h*), Mons Formations, Cuesmes, (B), 2004-2005.
- **FUCAM, INUFOP, Mons, 2004-2005 (under the direction of Nadia SINIGAGLIA):**
 - Exercises' sessions in Strategy (30h*, Markstrat simulation).

X. EXPERIENCES & SKILLS

- 2016-present** Member of the board of the International Chardonnay Symposium, San Luis Obispo, USA
Member of WiVi Advisory Board, Paso Robles, USA
- 2010-present** Member of Serial-bottler Wine Tasting Group focused on old vintages' tasting, Geneva (CH).
- 2009-2011** Member of the Board of Advisors, AIESEC GENEVA (CH).
- 2003-2005** Member of the board of "Les Vignes de Léo", Hellemmes-Lille, (F).
- 2002-2005** Founding Member and President of a cigar club, "*Les cigares du PharaMons*", Mons, (B).
- February 2002** Co-organiser of the European Week at the IEP-Strasbourg, (F) (Institute of Political Studies).
- 1999-2004** Member of the board of the Alumni's Association [ALIFUCAM, Mons, (B)].
(Responsible for the Commission in charge of the organisation of the Association's Centenary).
- 1997-1998** President of the Students' Guild [FUCAM, Mons, (B)] & students' Representative in the University's Board.
- 1995-1997** Students' Representative in the University's Executive Committee [FUCAM, Mons, (B)].
- 1996-97-98** Students' Representative in the National Belgian Students Fair (job) [FUCAM, Mons, (B)].
- Sept/ Dec 95** Sales Responsible [Province of Hainaut, (B)] for a press company (OFUB).

Computer skills Word, Excel, PowerPoint, Windows, SPSS, SAS.

Wine Seminars/Certifications

- 2014: **Certified Sherry Educator**, Consejo Regulador Jerez-Xérès-Sherry y Manzanilla-Sanlúcar de Barrameda, October 1-3, 2014.
- 2012: **Gonzalez Byass Jerez Study Tour**, October 3-5, 2012
- 2012-2014: Level 4 **Diploma in Wines and Spirits**, WSET.
- 2011: Level 3 **Advanced Certificate in Wines and Spirits**, WSET.
- April 13-14, 2002, Seminar on "**Vins d'Alsace**", Ecole des Vins d'Alsace, Comité Interprofessionnel des Vins d'Alsace;
- February 4-6, 2002, Seminar on "**Terroirs des grands crus de Bourgogne**", Ecole des Vins de Bourgogne, Bureau Interprofessionnel des Vins de Bourgogne, Beaune;
- April 3-6, 2001, Seminar on "**Tasting**", Université de Suze-la-Rousse;
- October 16-18, 2000, Seminar on "**Bourgogne et Millésimes**", Ecole des Vins de Bourgogne, Bureau Interprofessionnel des Vins de Bourgogne, Beaune.

XI. MULTICULTURAL EXPERIENCES

- 2015-now** Lives in SAN LUIS OBISPO (Central Coast), CALIFORNIA, USA
- 2009-2015** Lived in BURGUNDY (Vosne-Romamée & Chambolle-Musigny), FRANCE
- 2005-2009** Lived in GENEVA, SWITZERLAND.
- 2001-2004** Lived in PARIS, FRANCE.
- 1999-2000** Lived in LEUVEN, Flemish part of BELGIUM.
- 1998-1999** Lived in BIRMINGHAM, U.K.

XII. INTERESTS

Interests in Gastronomy, Wine, Cigars, Craftmanship, management of luxury goods, International Relations and Marketing.

Miscellaneous Good in animation (in French & English), driving license.

CSU Trainings 2015-present

- EDU Supervisor: Anti-Harassment, Discrimination, Retaliation (CA-13-H), renewed in August 2018
- Heat Illness Prevention for Supervisors – Cal/OSHA (August 2018)
- EDU: Eliminate Campus Sexual Misconduct (CSU); renewed in May 2018
- Gender and sexual orientation (May 2018)
- CSU Conflicts of Interest (May 2018)
- Security Awareness Training (October 2017)
- EDU: FERPA & Protecting Education (renewed October 2017)
- Defensive Driving Fundamentals (January 2017)
- CSU - Injury and Illness Prevention Program (January 2016)
- Emergency and Disaster Preparedness (January 2016)
- SLO - ProCard Approving Official Training

The last update was on November 19, 2018