

# Yann CRAMER

Professor of Management Practice

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Department: Management

Campus de Cergy

## DIPLOMAS

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| 1988 | Master of Engineering, Mathematics, Sciences, Economics<br>(École Polytechnique France) |
| 2018 | Business administration, Certified Board Member<br>(Sciences Po Paris France)           |

## CAREER

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### PROFESSIONAL APPOINTMENTS

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|-------------------|---|
| 2006 - 2010-11-30 | General Manager Supply Chain methods & learning, Technology Sourcing,<br>Procurement Board (Shell United Kingdom) |
| 2010 - 2017-11-30 | General Manager Innovation, Science, Technology Sourcing (Shell France)   |
| 2020 - 2020-12-31 | CEO (interim) (Interface Polymers United Kingdom)   |
| 2018 - Now        | Startup investor (DIFFERENT HORIZON France)   |
| 2019 - 2022-12-16 | Board member, then Deputy CEO (SINTERMAT France)  |

### FULL-TIME ACADEMIC APPOINTMENTS

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|------------|---|
| 2023 - Now | Professor of Management Practice, Entrepreneurship & Innovation (ESSEC<br>Business School France) |
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### OTHER ACADEMIC APPOINTMENTS

2023 - 2024-08-31 Head of pedagogy Programm CPI (ESSEC Business School France)

## PUBLICATIONS

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### **PUBLISHED CASES**

[CRAMER, Y. \(2025\). Blinkist at a Crossroads - December 2022. ESSEC Business School.](#)