

Andrew Scharf Professor



Teaching Area/s: Management, Entrepreneurship, Strategic Marketing, Marketing Communications, Advertising, Cross-Cultural Management, Luxury Branding

Year hired at ISC Paris: 1998

**Full-Time
Participating**

Grande Ecole

Education:

Degree	Institution	Year	Major / Minor
Graduate	New York University, USA	1980	History
Undergraduate	University of Wisconsin-Madison, USA	1978	Political Science/Economics

Course Responsibilities at ISC Paris 2005 through 2011:

- Management, Entrepreneurship, Marketing Strategy & Communications, Advertising, Managing Across Borders & Cultures, Luxury Branding
- GMAT, TOEFL, TOEIC
- Contemporary Business Topics
- Marketing & Advertising for Luxury Brands in MBA seminar

Education

Graduate: M.A. in History, New York University, New York, June 1980.
(Finished all requirements for PhD except the thesis)

Undergraduate: B.A. in Political Science, University of Wisconsin-Madison, WI, June 1978.

Academic Appointments

Professor at ISC Paris since 1998

Guest lecturer at Metropolia University, Helsinki, Finland, April 2010.

Faculty, Teaching Assistant, New York University, September 1978-June 1982.

Instructional Activities and Development

Instructional Innovations

Developed classes in Entrepreneurship, Luxury Branding, Strategic Marketing & Communications, Advertising Strategy, Managing across Borders & Cultures, Innovation in Management.

Service

Institutional

Member of the examining board for the student selection procedure for entrance into ISC Paris.
Subject Area/Specialization: examining candidates English language aptitude.

Media Experience

Editor-in-Chief of WCW INSIGHT: blog/magazine online specialized in Global Affairs, Business, Economy, & Lifestyle. Founder and contributor to two major media online: WCW INSIGHT, mba4success Business Education News Network, <http://www.whitefieldconsulting.com/wordpress>

Regular contributor across disciplines in Luxury Branding, Career Management, Marketing, and Advertising.

Professional Role outside ISC

Founder & CEO, Whitefield Consulting Worldwide, London (1998-present)

The purpose of WCW is to deliver career management solutions to people seeking to harmonize their professional objectives with their personal aspirations. Clients are worldwide.

Founder and Managing Director, mba4success Business Education News Network, London (1998-Present)

To act as the steward of one of the Internet's leading media on business education to a global readership.