

**MOREL LAINE Mariette**  
**Program Director**

Aix Marseille Graduate School of Management - IAE  
Chemin de la Quille-Puyricard  
13089 Aix-en-Provence Cedex 2, France

E.mail : Mariette.laine@iae-aix.com



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**BIOGRAPHY**

*Mariette Morel is a Consultant, Facilitator, Certified Coach and Trainer since 2016. Trained as a consultant with the world leader Deloitte, she previously held managerial positions for 15 years: she mastered all operational issues before taking up strategic positions among general management teams.*

*Expert in Strategy, graduate of HEC Paris, she founded l'Ascensionniste in 2019. Combining the spirit of the mountains with digital and agile techniques, l'Ascensionniste supports leaders in 3 strategic areas: business, corporate & change. In her practice of strategic support, she combines proven and robust methods with the most recent developments from Silicon Valley: Growth Marketing, Design Sprint... These methods, driven by the tech giants, are gradually spreading in France and ensure remarkable growth for the companies that apply them. She mainly works with industrial companies in the context of reindustrialization and ecological transition.*

*Director of the Master II and the Master of Science Corporate Communication & Change Management at the IAE of Aix-Marseille, n°2 in France, Mariette regularly trains students and professionals in the fields of management, marketing, and change management*

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**EDUCATION**

2022 - Executive Strategy @ HEC PARIS

2001 - Master II Service Management and Marketing – IAE Graduate School of Management Aix en Provence

2000 – Master Economic Sciences, Finance and Business Management – Prom Vice Major – Université Sciences Economiques et Politiques Aix

Language	Read	Speak	Written
FRENCH	X	X	X
ENGLISH	X	X	X
SPANISH	x	x	x

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**ACADEMIC ACTIVITIES**

*Merci de commencer par indiquer les cours enseignés à l'IAE puis vous pouvez organiser comme vous voulez*

**IAE Aix-Marseille – Program Director – Master II / Msc Corporate Communication & Change Management**

Courses currently given at Aix Marseille Graduate School of Management – IAE

Consulting Techniques

Consulting Project

Social Media Management

Leadership and Behaviour Agility

Past academic positions (optional)

**Centrale Marseille – Lecturer – Change Management & Leadership (2020-2022)**

**SCIENTIFIC ACTIVITIES**

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**IMPACTS & OTHERS**

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*Vous pouvez regrouper ici vos impacts sur votre écosystème (impact sur les étudiants, sur le monde académique, sur le monde professionnel et la société).*