

CMO Academy Instructor Bio



Named by Ad Age as one of the top marketers in the United States, **PIERRE SCHAEFFER** was the CMO of the consumer digital business at Kodak, where he led the development and execution of the challenger strategy that propelled Kodak's digital business from \$300m to \$4B worldwide. He was also Michelin Group's Vice President of marketing, where he re-architected their marketing function on a global scale to make it more customer-centric and accelerate the growth coming from new business models. Now an international management consultant, he helps companies large and small successfully harness consumer relevant innovation and deliver growth.