

Claire Linares

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ACADEMIC POSITION

IESE Business School, Spain, *Assistant Professor of Marketing* 2022–Present

EDUCATION

HEC Paris, France, *Ph.D. in Management – Specialization in Marketing* 2022

Dissertation advisor: Anne-Laure Sellier (HEC Paris)

Dissertation committee: Anne-Laure Sellier (HEC Paris), Marc Vanhuele (HEC Paris), Andrea Bonezzi (New York University), Stefano Puntoni (Wharton School of the University of Pennsylvania), Ran Hassin (The Hebrew University of Jerusalem)

University of British Columbia, Canada, *Visiting Ph.D. student* 2018

HEC Paris, France, *Master in Management – Grande Ecole Program* 2007

Louis-le-Grand, France, *Preparatory Classes for business school national entrance exams* 2001–03

INDUSTRY EXPERIENCE

L’Occitane en Provence, *Brand Manager/Brand Director, Fragrance* 2010–16

Responsible for the strategy and development of the fragrance category and of a new brand
Management of a team of four people

Guerlain (Louis Vuitton Moët Hennessy), *Product Manager, Skincare* 2007–10

Development of new skincare products for the international market

RESEARCH INTERESTS

Consumer Behavior, Stereotypes, Face Perception, Creativity

PUBLICATIONS AND RESEARCH IN PROGRESS [*equal authorship]

Linares, Claire, and Anne-Laure Sellier (2021), “How Bad is the Mere Presence of a Phone? A Replication of Przybylski and Weinstein (2013) and an Extension to Creativity,” published in *PLoS ONE*, 16(6): e0251451.
Media coverage: Forbes.

Linares, Claire, Anne-Laure Sellier, and Ran R. Hassin, “Facial Prototypes for the Ordinary in Life,” under review.

Linares, Claire, and Anne-Sophie Chaxel, “How Institutional Distrust Breeds One-Sided Leadership,” under review.

Linares, Claire, and Jennifer Argo, “Skills in Faces,” under review.

Linares, Claire*, and Alican Mecit*, “Stereotype Content of the Non-Binary.”

Linares, Claire, and Anne-Laure Sellier, “The Green Consumer.”

Avnet, Tamar*, Anne-Laure Sellier*, and **Claire Linares***, “Measurement of Scheduling Styles.”

CONFERENCE PRESENTATIONS AND TALKS [*indicates presenter]

International peer-reviewed conferences

La Londe Conference in Consumer Behavior, La Londe, France, June 2023

Linares, Claire*, Anne-Laure Sellier, and Ran R. Hassin, “The Brands in Our Facial Appearance.”

Association for Consumer Research Conference, Denver, U.S.A., October 2022

Linares, Claire*, Anne-Laure Sellier, and Ran R. Hassin, “Reverse Correlation: A Promising Tool for Uncovering Facial Stereotypes in Consumer Psychology.”

Special Session: “Leveraging Unstructured Data for Consumer Insights: Novel Perspectives on Text, Image, and Video Analytics.”

Society for Consumer Psychology Conference, online, March 2022

Linares, Claire*, Anne-Sophie Chaxel, Yegy Han, and DaHee Han, “Distrust Toward Institutions Reduces Attitudinal Ambivalence.”

Association for Consumer Research Conference, online, October 2021

Linares, Claire, Anne-Sophie Chaxel*, Yegy Han, and DaHee Han, “Distrust Toward Institutions Reduces Attitudinal Ambivalence.”

Association for Consumer Research Conference, online, October 2020

Linares, Claire*, Anne-Laure Sellier, and Ran R. Hassin, “We Can Look Like Our Brands: The Manifestation of Adopted Brands in Facial Appearance.”

Special Session Chair: “Self-Brand Connection in the Age of Technology.”

Journal of Consumer Research “Future of Brands” Conference, New York, U.S.A., December 2019

Sellier, Anne-Laure, and Claire Linares*, “We Can Look Like Our Brands: The Manifestation of Adopted Brands in Facial Appearance.”

La Londe Conference in Consumer Behavior, La Londe, France, June 2019

Linares, Claire*, and Anne-Laure Sellier, “We Can Look Like Our Brands: The Manifestation of Adopted Brands in Facial Appearance.”

Invited talks and posters

Linares, Claire*, Anne-Laure Sellier, and Ran R. Hassin, “The Brands in Our Faces: The Existence and Manifestation of Brand-User Facial Stereotypes.”

- Hi! Paris – Center on Data Analytics and Artificial Intelligence for Science, Business and Society, Paris, France, September 2022 (poster)
- Audencia, Nantes, France, June 2022
- EM Lyon, online, January 2022

- IESE Business School, Barcelona, Spain, December 2022
- SKEMA Business School, Suresnes, France, December 2022
- NEOMA Business School, Reims, France, November 2022
- Maastricht University, Maastricht, The Netherlands, November 2022
- Université de Genève, Genève, Switzerland, November 2022
- KU Leuven, Antwerp, Belgium, October 2022
- Alberta School of Business in Canada, online, October 2022
- IESEG School of Management, Puteaux, France, October 2022
- Lab Conscious at Hebrew University of Jerusalem, online, June 2021
- HEC-ESSEC-INSEAD Marketing Research Seminar, online, March 2021

GRANTS, HONORS, AND FELLOWSHIPS

HEC Foundation Award for the Best Doctoral Thesis, 2023

AMA – Sheth Foundation Doctoral Consortium Fellow, 2022

GREGHEC Laboratory – Centre National de la Recherche Scientifique, Research grant (€1,500), 2022

Ecole Universitaire de Recherche Data Science for Economics, Finance and Management, Research grant funded by the French government (€1,634), 2021

Hi! Paris – Center on Data Analytics and Artificial Intelligence for Science, Business and Society, Scholarship, 2021–22

HEC Paris Foundation, Full Doctoral Fellowship, 2016–22

GREGHEC Laboratory – Centre National de la Recherche Scientifique, Research grant (€3,000), 2021

GREGHEC Laboratory – Centre National de la Recherche Scientifique, Research grant (€2,500), 2020

GREGHEC Laboratory – Centre National de la Recherche Scientifique, Research grant (€1,500), 2019

HEC Paris, Travel grant for visit to Sauder School of Business, University of British Columbia, 2018

Fragrance Foundation France, FIFI Award Best Men’s Perfume in Owned Retail Channel for “Mer & Mistral” by L’Occitane en Provence (Consumer Choice; 26,000 voters), 2014

PROFESSIONAL AFFILIATIONS AND SERVICE

Ad-hoc reviewer for the Journal of Marketing

Ad-hoc reviewer for the Society for Consumer Psychology (SCP) Conference

Bejávioral - The Barcelona Center for Behavioral Science

IESE Business School, MBA Student Mentor

Association for Consumer Research (ACR)

American Marketing Association (AMA)

Society for Consumer Psychology (SCP)

HEC Paris Strategic Management Program, Consulting Mission Supervision

TEACHING EXPERIENCE

IESE Business School, Marketing Management, Full-time MBA (#1 worldwide, The Economist, Full-time MBA 2021 ranking; #3 worldwide, Financial Times, Full-time MBA 2023 ranking), 2022–24

IESE Business School, Introduction to Marketing Management, UIC Program, 2023–24

IESE Business School, Introduction to Marketing Management, Young Talent Program, 2023

IESE Business School, Advanced Topics in Marketing, Ph.D. seminar, 2022

HEC Paris, Marketing Science, Blended format, Undergraduate Program, 2021

HEC Paris, Guest Lecture on Branding and AI, MBA Program, 2021

Toronto Metropolitan University, Guest Lectures on Branding, AI and Product Development,
Undergraduate Program, online, 2021
Optimal Prépa-IPESUP, Private group lessons in Mathematics for undergraduates, 2003–05

LANGUAGES

French (native), English (fluent), German (basic), Spanish (basic)