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

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

RESEARCH INTERESTS

Consumer Behavior, Person Perception, Facial Appearance, Stereotypes, Distrust

PUBLICATIONS

Linares, Claire, and Anne-Sophie Chaxel (2026), "How Institutional Distrust Breeds One-Sided Leadership: A Consistency-Based Account," *Journal of Personality and Social Psychology*. Advance online publication. https://doi.org/10.1037/pspi0000527

Peters, Kim, Alma Jeftic, Timothy Ballard, et al. (including **Claire Linares**) (2026), "Think Political Leader – Think He or She? A Multi-Country Test of a Fair Language Intervention for Stereotype Bias," *The Leadership Quarterly*, 37, 101991. https://doi.org/10.1016/j.leaqua.2026.101991

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," *PLoS ONE*, 16(6): e0251451. https://doi.org/10.1371/journal.pone.0251451
Media coverage: Forbes.

MANUSCRIPTS UNDER REVIEW

Linares, Claire, and Jennifer Argo, "Judging Skills From Faces: Facial Stereotypes Shape Evaluations of Creative and Analytical Ability in the Marketplace," invited revision at *Journal of Consumer Research*.

Linares, Claire, Anne-Laure Sellier, and Ran R. Hassin, "The Brands in Our Faces: From Stereotypes to Brand Ambassador Fit," invited revision at *International Journal of Research in Marketing*.

Linares, Claire, and Anne-Laure Sellier, "Facial Prototypes for Given Names: Evidence from the Lab and a Large-Scale Field Study," under review.

Linares, Claire, "AI Humanization," under review.

SELECTED WORK IN PROGRESS (*equal authorship)

Linares, Claire*, and Alican Mecit*, "The Dehumanization of Ambiguous Targets," working paper.

Linares, Claire, Anne-Laure Sellier, and Tamar Avnet, "Measuring Scheduling Styles: Scale Development and Validation of Clock-Time and Event-Time Orientation," working paper.

Linares, Claire, and Anne-Laure Sellier, "The Sustainable Consumer."

Linares, Claire, and Anne-Sophie Chaxel, "CMO Stereotypes."

CONFERENCE PRESENTATIONS AND TALKS [*indicates presenter]

International peer-reviewed conferences

Association for Consumer Research Conference, Chicago, U.S.A., September 2026
Linares, Claire*, and Jennifer Argo, "The Creative Face Bias: Facial Features Influence Judgments of Creative Ability in the Marketplace."

Linares, Claire*, and Anne-Sophie Chaxel, "How Institutional Distrust Breeds One-Sided Leadership: A Consistency-Based Account."

Linares, Claire*, Anne-Laure Sellier, and Tamar Avnet, "Measuring Scheduling Styles: Scale Development and Validation of Clock-Time and Event-Time Orientation." Working Paper.

Theory + Practice in Marketing Conference at ESADE, Barcelona, Spain, June 2026
Linares, Claire*, Anne-Laure Sellier, and Ran R. Hassin, "Face–Brand Associations: Theoretical, Practical, and Ethical Implications for Brand Management."

Association for Psychological Science Convention, Barcelona, Spain, May 2026
Linares, Claire*, and Anne-Sophie Chaxel, "How Institutional Distrust Breeds One-Sided Leadership."

Society for Consumer Psychology Conference, San Diego, U.S.A., March 2026
Linares, Claire*, and Jennifer Argo, "The Creative Face Bias: Facial Stereotypes Influence Judgments of Individuals' Creative Skills."

Consumers + Technology Dialogue, Barcelona, Spain, May 2025
Linares, Claire*, Anne-Laure Sellier, and Ran R. Hassin, "Faces of Brands: Brand–Face Associations in the Age of Synthetic Faces."

La Londe Conference in Consumer Behavior, La Londe, France, June 2025
Linares, Claire*, and Jennifer Argo, "The Creative Face Bias: Facial Stereotypes Influence Judgments of Individuals' Creative Skills and Recruitment Potential."

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, Yegyu Han, and DaHee Han, "Distrust Toward Institutions Reduces Attitudinal Ambivalence."

Association for Consumer Research Conference, online, October 2021
Linares, Claire, Anne-Sophie Chaxel*, Yegyu 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."

<u>Other presentations</u>

Linares, Claire*, and Jennifer Argo, "The Creative Face Bias: Facial Stereotypes Influence Judgments of Individuals' Creative Skills."
- Singapore Management University, Brown Bag Seminar, August 2025

Linares, Claire*, Anne-Laure Sellier, and Ran R. Hassin, "The Brands in Our Faces: From Stereotypes to Brand Ambassador Fit."
- Hi! Paris – Center on Data Analytics and Artificial Intelligence for Science, Business and Society, Paris, France, September 2022
- 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

Research Grant, Spanish Ministry, Co-Investigator (PI Elena Reutskaja), (€55,000), 2024
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 (€20,000), 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
Ad-hoc reviewer for the La Londe Conference
Bejavioral - 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 (#3 worldwide, Financial Times, Global MBA 2025 ranking), 2022–26. *Average teaching evaluation: 4.7 / 5.0*
IESE Business School, Marketing Management, Program for Management Development (Executive Education), 2025–26. *Average teaching evaluation: 4.5 / 5.0*
IESE Business School, Introduction to Marketing Management, Future Female Leaders, 2026
IESE Business School, Introduction to Marketing Management, UIC Program, 2023–26
IESE Business School, Introduction to Marketing Management, Young Talent Program, 2023–26
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, Group lessons in Mathematics for undergraduates, 2003–05

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

PERSONAL INFORMATION

Married, two children (b. 2016, 2019)
Languages: French (native), English (fluent), German (basic), Spanish (basic)