

# Claire Linares

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## ACADEMIC POSITIONS

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

## EDUCATION

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**HEC Paris**, France, *Ph.D. in Management – 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

## INDUSTRY EXPERIENCE

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**L’Occitane en Provence**, *Brand Manager/Director, Fragrance* 2010–16  
Responsible for the strategy and development of the fragrance category and a new brand

**Guerlain (Louis Vuitton Moët Hennessy)**, *Product Manager, Skincare* 2007–10  
Development of new skincare products for the international market

## RESEARCH INTERESTS

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Consumer Behavior, Face Perception, Technology, Creativity

## PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

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**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. [Paper]  
*Media coverage: Forbes*, forthcoming in the HEC Podcast series.

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

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

## RESEARCH IN PROGRESS

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**Linares, Claire**, and Anne-Laure Sellier, “The Existence of Face-Name Stereotypes.”

**Linares, Claire**, “Skills in Faces.”

**Linares, Claire**, and Rishad Habib, “Faces and Prosocial Donations.”

Sellier, Anne-Laure, and **Claire Linares**, “Green Consumers’ Faces.”

**Linares, Claire**, and Anne-Laure Sellier, “Spatial Deprivation and Preference for Scarce Goods.”

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

#### **CONFERENCE PRESENTATIONS AND TALKS** (\*indicates presenter)

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**Association for Consumer Research Conference**, Denver, U.S.A., October 2022 (accepted)

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.”

**Hi! Paris – Center on Data Analytics and Artificial Intelligence for Science, Business and Society**, Paris, France, September 2022 (invited)

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

**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.”

**Lab Conscious at Hebrew University of Jerusalem**, online, June 2021 (invited)

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

**HEC-ESSEC-INSEAD Marketing Research Seminar**, online, March 2021 (invited)

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

**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.”

## **GRANTS, HONORS, AND FELLOWSHIPS**

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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, 2016–21  
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

## **LANGUAGES**

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

## **PROFESSIONAL AFFILIATIONS AND SERVICE**

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Association for Consumer Research (ACR)  
American Marketing Association (AMA)  
Society for Consumer Psychology (SCP)  
Ad-hoc reviewer for Society for Consumer Psychology (SCP) Conference  
HEC Paris Strategy Management Program, Consulting Mission Supervision  
Women's Forum for the Economy & Society, Women4AI Daring Circle

## **TEACHING**

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**Teaching interests:** Marketing Strategy (Core Marketing), Digital Marketing, Marketing Analytics, Branding, Consumer Behavior, Luxury Marketing, Creativity, New Product Development

### **Instructor**

IESE Business School, Marketing Management, MBA Program, 2022 (pending, fall 2022)  
HEC Paris, Marketing Science, Blended format, Undergraduate Program, 2021. Rating: 4.42/5  
HEC Paris, Guest Lecture on Branding and AI, MBA Program, 2021  
Optimal Prépa-IPESUP, Private group lessons in Mathematics for undergraduates, more than 100 hours of teaching, 2003–05

### **Teaching Assistant**

Marketing Strategy, HEC Paris, Executive MBA, 2018, 2019  
Marketing Core, HEC Paris, MBA, 2016  
Cultural Management, HEC Paris, Undergraduate Program, 2019  
Statistics, HEC Paris, Undergraduate Program, 2017, 2018