

Now

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This is a new page. Websites usually have "about pages", this page gives a more instantaneous view. Something I do / have done is of interest to you? Get in touch at levallois@em-lyon.com or on Twitter! (@seinecle)

February 2017

- re-submitted the neuromarketing paper!
- co-steering the recruitment of 2 new positions in our department: one professor in marketing and data analytics, one instructor position in coding / Excel / SQL. Get in touch!
- teaching at emlyon's incubator, in our MSc in Marketing and Service Management and in our Programme Grande Ecole.
- still hesitating on which object I should use to teach a MOOC "Create a connected object, for beginners"
- giving a webinar on Feb 09 on [FrenchWeb](#) to discuss dataviz for business.
- finished the setup of my new [Gephi tutorials](#). Adding more tutorials.
- continuing supervising centrale lyon and emlyon students on a Twitter mapping project
- organizing the "Digital Night", a career event on March 16 at Ecully, for our digitally / data inclined students and companies who'd like to hire them.
- working with my colleague Margherita Pagani on extending em lyon business school's course offering in digital marketing and business analytics (shht! secret plans!)

January 2017

- taking contacts to create a course on "creating connected objects, for beginners". Will be filmed, for emlyon students and as a MOOC on Coursera (hopefully). Students will learn how to create an object, for real. Get in touch if you are interested.
- preparing for the launch of the TDO (Transformation Digitale des Organisations) certificate by EMLYON, taking place in March 2017 on our new Paris campus. I teach the first module on "data and tech for business", 16-18 March, on our Paris campus
- reworking my [Gephi tutorials](#) to make them open and easy to publish in a variety of formats, with [asciidoc](#).
- supervising centrale lyon and emlyon students on a Twitter mapping project
- organizing the "Digital Night", a career event on March 16 at Ecully, for our digitally / data inclined students and companies who'd like to hire them.
- resubmitting my paper on the history of neuromarketing, co-written with Ale Smidts and Paul Wouters. Fingers crossed.
- going to the "[Entreprise du Futur](#)" event by Emlyon and Visiativ, in Lyon (January 19)
- writing about [Lotka](#) and other things on [Medium](#)