

ROBIN POINTET

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RESEARCH INTERESTS

My current PhD research, conducted jointly at the University of Bordeaux and the University of Strasbourg, explores the dynamics of innovation in the medical devices industry (and its difference with the drug industry). Specifically, I am investigating the challenges (directing innovation towards meeting clinical needs) and innovation specificities related to complex medical devices (modularity) using left ventricular assist devices as a case study. Along with medical sciences researchers and clinicians, I try to develop an original interdisciplinary approach to analyse such a complex innovation system. I will then focus on how modularity affects the IP strategies in this particular pharma sector. In the later stages of my research, I plan to employ agent-based modeling to test innovation policies that balance clinical needs with industry profitability.

EDUCATION

PhD in Economics, universit  de Bordeaux Expected 2026
- "Innovation and complex medical devices: opening the market and addressing public health issues - the case of the heart failure treatment sector" (dir.: Marie Coris (BSE), Julien P nin (BETA), Eric Brouillat (BSE))

Master of Applied Economics - Innovation Economics, universit  de Bordeaux 2021-2023
- Acquisition and processing of data (patent databases, scientific and financial publications)
- Diagnosis of the economic, scientific and technological environment of companies and territories
- Implementation of innovation strategies

Double Bachelor's Degree, universit  de Strasbourg 2018 - 2021
Bachelor of Economics and Management
Bachelor of Modern Applied Languages (English and German)

Abibac (Major in Economics and Social Sciences) 2018
- Simultaneous delivery of the French Baccalaur at and the German Abitur diploma
- Results: 19/20 (Baccalaur at); 1,0 (Highest grade; Abitur)

EXPERIENCE

Research Assistant May 2022 - Jul 2022
IHU Liryc *Bordeaux, Fr*

- "Which therapies for advanced heart failure? The contribution of economics to the understanding of innovation dynamics."
- Patent data analysis, technological intelligence
- Dir.: Pr Pierre Dos Santos (PU in Physiology)

Research Assistant Jan 2022 - Apr 2022
Bordeaux School of Economics (UMR CNRS 6060) *Bordeaux, Fr*

- "Treatments for advanced heart failure: physiological, competitive and strategic considerations."
- Working in a multidisciplinary and international team
- Dir.: Marie Coris (MCF HDR in Economics)

Research Assistant

CRESAT (UR 3436), CERDACC (UR 3992)

Mar 2021 - Jul 2021

Mulhouse, Fr

- Franco-German project for the feasibility study of an energy innovation region in the Upper Rhine supported by Eucor - The European Campus
- Measuring the social acceptability of an energy innovation in the Upper Rhine as part of a territorial deployment project
- Realization of the state of the art, proposal of an experimental protocol to measure the acceptability, implementation and analysis of the data
- Participation and presentations (in English and German) at steering committee meetings
- Dir.: Valentine Erne-Heintz (MCF HDR in Economics and Land-use Planning)

Student jobs

2018-2023

Various

- Seasonal employment in the grape harvest (2018-2023)
- REPARE tutor for first year students in Economics and Management (2021)
- Self-service employee Leclerc (2019)

SKILLS

Computing and Data Processing

- **Data Management.** Proficient use of Excel and Stata, Intermediate level with Python, Beginner with R
- **Econometrics and Statistics.** Microeconometrics, Spatial Econometrics, Visualisation of Descriptive Statistics, Multivariate Statistics (Proficient use of Excel and Stata, Beginner with R)
- **Social Network analysis** using Python and Gephi
- **Innovation and economics related databases.** Proficient use of Scopus, Orbit, Orbis and Zephyr (Query Strategies, Data Extraction, Data Visualisation), Beginner with Patstat
- **Geographic Information Systems, Cartography** using QGIS
- **Management of bibliographic references** using Zotero

Economic analysis

- **Innovation Economics.** Proficiency in the analytical frameworks of evolutionary economics
- **Economics of science and technology.** Proficiency in the analytical frameworks of complexity and modularity
- **Economics of IPR.** Very good knowledge of the concepts of the economics of patents
- **Innovation Management and Sectoral Analysis.** Very good knowledge of strategic uses of patents. Proficiency in Porter's 5 Forces and PESTEL frameworks
- **Crosscultural Management.** Theoretical notions and ability to work in international teams (see "Experience" section)

Languages

- **French.** Native speaker
- **German.** Proficient speaker (C1); practiced since preschool
- **English.** Proficient speaker (C1)

BACHELOR'S AND MASTER'S THESIS

Pointet, R. (2023), "Innovation in implantable medical devices between public health issues and economic opportunities: the case of heart failure treatments", M2 EIVS Master's Thesis. Dir.: Coris, M. (BSE), Dos Santos Pierre (IHU Liry). Jury: Bergé Laurent (BSE), Brouillat Eric (BSE), Garrigue Stephane (FineHeart), Pénin Julien (BETA). Grade: 17/20.

Arrecgros, J., Pointet, R. (2022), "Severe Heart Failure Treatments: Industrial Dynamics", M1 EIVS Master's Thesis. Dir.: Brouillat, E. (BSE), Coris, M. (BSE). Grade: 15,5/20.

Pointet, R. (2021), "Spatial Determinants of Social Acceptability: A Case Study on the Deployments of Energy Innovations in Fessenheim" (*in German*), L3 Bachelor's Thesis. Dir.: Mueller, M. (BETA), Erne-Heintz, V. (CERDACC). Grade: 13,5/20.

Pointet, R. (2021), "Open-Source Innovation : Towards Applications beyond the Software industry?", L3 Bachelor's Thesis. Dir.: Pénin, J. (BETA), Sinclair, C. (y of LanguagesFacult). Grade: 15/20.

COMMUNICATIONS IN CONFERENCES AND WORKSHOPS

"**Innovation in implantable medical devices between public health issues and economic opportunities: the case of heart failure treatments**" (Abstract), Doctoral Workshop of the Fraunhofer ISI Karlsruhe (10/2023).

"**The need for innovation for advanced heart failure treatments: stylized facts and perspectives**" (Abstract and Paper), DRUID PHD Academy, Aalborg (01/2023).

"**How to succeed against advanced heart failure? Innovation economics to support strategic decision making for severe heart failure treatments**" (Abstract), Journées Francophones de l'Insuffisance Cardiaque, Strasbourg (09/2022).

"**Innovation economics at the service of health companies' strategic choices**" (Business Conference), Connect in Pharma, Geneva (09/2022).

PUBLICATIONS

Coris M., **Pointet R.** (2023), "Repairing the Heart: Cell Therapy, a Promising Avenue?", *Biomedical Journal of Scientific and Technical Research*, 47(5). DOI: [10.26717/BJSTR.2023.47.007559](https://doi.org/10.26717/BJSTR.2023.47.007559).

Badariotti D., Anatolitis V., Bauknecht D., Benarba A. Berrod F., Boltoeva M., Chauvin, B., Dailland A., Eichhammer W., Ern -Heintz V., Frey M., Greullet F., Kautzmann, P., Kinnig, T., Kozderka M., Maire E., Mbah M., Meyer T., **Pointet, R.**, Quaranta G., Ragwitz M., Ribon B., Rose B., Skupinski G., Zengerling C. (2022), "Overall Midterm Report for the Feasibility Study Innovation Region Fessenheim/Upper Rhine", Chapter 7 Territorial framework, EVTZ Eucor - The European Campus, www.eucor-uni.org, pp77-89.

SCIENTIFIC DIFFUSION

Coris M., Domingues-Dos Santos P., **Pointet R.** (2022), "Insuffisance cardiaque avanc e : vers de nouvelles solutions", *The Conversation*. [Available here](#).

EXTRA-CURRICULAR ACTIVITIES

Olympic Weightlifting. Competitions (national university level and interregional team level), Coaching (Level 2 Federal Diplom) and Associative Life (Member of the Board).

French Boxing. Competitions at a national level (Participation in the semi-finals of the French championships), Coaching of children and teenagers.

Clarinet. Ten years of practice at an individual level and in an orchestra.