

Prof. Imène Trabelsi-Trigui

Full Professor of Marketing – Olive Oil Sommelier (ESAO, Spain)

Prof. Imène Trabelsi-Trigui is a Full Professor of Marketing at the University of Sfax (Tunisia), specializing in agri-food and olive oil marketing. She holds a PhD in Management Sciences from the University of Clermont-Ferrand I (France) and is a certified Olive Oil Sommelier from the Escuela Superior del Aceite de Oliva (ESAO, Spain).

She currently serves as Head of the Promotion Department at the International Olive Council (IOC) in Madrid, the intergovernmental organization responsible for the global development and promotion of olive oil and table olives. In this role, she contributes to international promotion strategies, consumer education, and initiatives aimed at strengthening the global recognition and consumption of high-quality olive oils.

Since 2003, Prof. Trabelsi-Trigui has been actively involved in European and international research projects. She began her scientific career in France at the National School of Agricultural Engineering (ENITAC), within the research unit dedicated to food product typicity and quality.

She made a significant contribution to the European research project TYPIC (Typicity of Food Products), coordinated by ENITAC (France). The project brought together research teams from Belgium (Agricultural Research Centre of Gembloux), Spain (CITA – University of Zaragoza and CSIC), and Germany (DLR Rheinpfalz). Its objective was to analyse the typicity of food products through combined sensory and chemical evaluations in order to link objective product qualities with consumer perceptions and preferences.

She also co-led the FaceOil research project developed with Aarhus University (Denmark), aimed at promoting the export and international valorization of high-quality olive oils through branding strategies and market positioning.

Her research focuses on sensory marketing, sustainability, consumer perception, and the valorization of geographical indications such as PDO and PGI products. She has supervised numerous research projects and doctoral theses and has advised companies on improving the quality and promotional strategies of their olive oils.

A pioneer in integrating triangulation methods into data analysis, she combines sensory evaluation, consumer panel data, and quantitative techniques such as conjoint analysis to strengthen the reliability of results in sensory marketing.

In addition to her academic career, she directed the Marketing Research Laboratory at the University of Sfax (Tunisia), coordinated research master's programs, and contributed to national research initiatives supported by the Tunisian Ministry of Higher Education and Scientific Research.

Prof. Trabelsi-Trigui is also involved as a juror and expert in several international olive oil and honey competitions, including those held in London, Istanbul, and Dubai, contributing her expertise in sensory evaluation and quality assessment.

Beyond her academic and institutional responsibilities, Prof. Trabelsi-Trigui is actively engaged in international initiatives supporting the olive oil sector. She served as Executive Vice President for Innovation Strategy within the organization American Women in Olive Oil (WIOO), promoting initiatives that strengthen the role of women in the olive oil industry. She is also Ambassador of the World Spa Organization, where she advocates the development of bridges between the olive oil sector and the wellness and medical tourism industries.