

## 1. Authors



### **Mikaël Lemarchand**

Praticien-ne

Mikaël Lemarchand, stations manager, has been a member of Eurostar management since 2012, and has been interested in transport and mobility - and travel behaviors more specifically - for over 15 years. Fascinated by the issue of service and passenger experience, Mikaël believes that only by making inroads into other disciplines – like geography, with Tim Cresswell – will allow practitioners to give shape to what appears to be “mass customization” of service.

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### **Publications with the Forum**



### **Ne pas dépasser la ligne !**

Publication by Tim Cresswell, Mikaël Lemarchand, Géraldine Lay