

#5

IÉS!

IÉSEG NETWORK MAGAZINE



THE WORLD IS THEIRS FOR THE TAKING

NEW BUSINESS

Nicolas Poupard,
creator of experiences
from Bogota... to Paris!

INTERNATIONAL

A trip around the world, but
what next? Pauline Masson-
Boyot gives us the answer

24H WITH...

Lisbeth Caceres,
because she's
worth it

JOINING UP IS A WINNING MOVE

Two months after the start of the academic year with all its good resolutions, we invite you to make one last one and become a subscriber of IÉSEG Network! By paying 50 euros for membership you are helping to support the network of alumni, contributing to the development of our events around the world and benefiting from exclusive services: access and preferential rates for our events, subscription to the magazine IÉS! (for those living in France), two free one-and-a-half-hour coaching sessions and much more. Join us!

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THE CARAVAN ROLLS ON!

Launched last year, the IÉSEG Network caravan continues to chart its course. It's going to London, Brussels and Luxembourg, and - new this year! - to Barcelona, offering an unprecedented experience for our graduates. The idea is that if you can't get to Lille or Paris to benefit from our career services, the caravan will come to you. It's a solution that reminds us of one of the aims of our network: to be there for you throughout your professional life, all over the world. See you soon!

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I-MEDIA IS HERE

You dreamed about it and IÉSEG Network did it! Imagine a media center, a proper platform where you can find pictures of our events, check out the webinars and see back issues of IÉS!, where you can view video portraits of graduates and see what past graduates are doing and what better way to spend your winter evenings than by immersing yourself in the world of a network that really is like no other. Find us at https://ieseg-network.com/media_center to enter a new era...

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ARE YOU UP TO DATE?

Have you just moved house? Got a new job? Got married? Don't forget to update your IÉSEG Network profile as soon you can, it only takes a few minutes. Rest assured: you can decide what appears publicly on your listing. Keeping your details up to date ensures that you benefit from the best service and, depending on your wishes, stay in touch with the School and get IÉS! in digital format. We're counting on you!

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"TAKE A TOUR OF THE WORLD FROM THE COMFORT OF YOUR ARMCHAIR BY TURNING THE PAGES OF THIS ISSUE..."

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A DAY IN THE LIFE OF...

Lisbeth Caceres in New York. We spend 24 hours with her to find out the secret of the balancing act she has performed at L'Oréal for 11 years.



DIVERSITY IS AN OPPORTUNITY

At a time when some countries are tempted to turn in on themselves, we remain convinced of the absolute need to be open to the world and to reach out to other cultures. This new issue of IÉS! confirms it: from Bogota to New York, via Montreal and Munnar, diversity is a positive and whatever the destination, it's the journey that matters.

Our graduates strike out into world, go off the beaten track and out of their comfort zone, having adventures that change them forever creating new opportunities alongside local people. They embody the values of IÉSEG and our network, especially the importance of education, showing it is an important means of sharing culture and opening borders.

The international expansion of the School goes hand in hand with that of the IÉSEG Network whose presence is growing across the globe: more than a quarter of our graduates live abroad and 25% of our events are organised internationally. There is no doubt that these figures will continue to grow in the years to come!

Thank you also for reading about them in great and greater numbers - in French and English around the world. Enjoy reading wherever you are...

Nicolas Messio - IÉSEG Network President (IÉSEG 2003)

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How can you make your round-the-world trip, sometimes frowned on by recruiters, work for you? Nina Drewitz tells us how.

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THE NETWORK

News from the network: appointments, births and marriages, news...

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Pauline and Antoine in Cambodia! Read interview p.8.

MUCH MORE THAN A FEW NUMBERS



The professional integration survey carried out by the Conférence des Grandes Écoles focuses on the value of education provided by the French Grandes Écoles in the labour market and is seen as the most reliable survey of its kind.

Every year, more than 30 management schools - including IÉSEG - take part in this study, which provides an excellent barometer of the quality and appeal of a course. The results of the survey conducted among the graduates of the 2018 class of our Grande École programme are worth celebrating since a total of 90.9% found employment, with 79.2% receiving a job offer before they graduated and another 11.7% within two months of leaving. Of these, 86.8% signed a permanent contract and 82.1% had managerial status (in France), with an average salary of €42,076 (gross, including bonuses). And that includes jobs abroad, as you will see throughout this issue: 26.8% of our young graduates started their careers abroad and 58% have jobs involving an international element. These results are much more than a set of figures, they not only confirm that our graduates have made the right choice by coming to our School, but also that the ambitious strategy deployed by IÉSEG for several years is paying off. We would like to take this opportunity to thank those who have put their trust in us and those who have contributed, directly or indirectly, to this collective success.

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MÉTRO PROFESSIONALS GET TRAINING FROM IÉSEG

Between January and May 2018, IÉSEG Executive Education led a group of nine area managers from MÉTRO France (a food wholesaler and supplier of professional equipment) in a 14-day training course with a management theme. This course, which awarded a certificate at the end of it, trained participants using a mix of pedagogical methods while also developing know-how and skills. Group workshops allowed each participant to present one or more problems encountered in their jobs as a sector manager. To get a certificate, each employee had to present his results before a jury made up of representatives from IÉSEG and MÉTRO France.

FROM THE VIRTUAL... TO REALITY



Credit: IÉSEG

Always at the cutting edge of new trends, IÉSEG is repeating its international online recruitment forum. But rest assured: business and professional opportunities are very real! Let's explain...

This new format, on offer to students and recent graduates, is particularly suited to the practices and needs of Generation Y. The aim is to link candidates up with companies offering opportunities abroad ... without going there! Recruiters submit their job offers on a dedicated site, browse the CVs received and offer appointments to students by video-conference. Simple and fast, this initiative is part of the international development strategy of the School. Last year, 673 candidates tried out this new form of "job-dating", with an average of 4.5 interviews per participant! If you missed the October session, make a note of the dates for the next session between March 25 and April 3, 2020.

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AROUND THE WORLD...



Credit: IÉSEG

In recent months, the School has expanded its network of universities and business-school partners by signing new contracts on four different continents.

These offer students numerous opportunities for exchanges and dual degrees in Europe, Asia, Latin America or Oceania, including the Netherlands, Portugal, Russia, Spain, the United Kingdom, Lebanon, Malaysia, Bolivia, Costa Rica and New Zealand... It's very simple: with 292 partner universities in 71 countries around the world, there really is something for all tastes and aspirations!

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Taking on a gap year challenge (Bike to Lille)...



...and organising volunteer projects (Bike to Act)

Credit: Thomas Frère et Mathilde Lobbens

THE GAP YEAR: AN INTERNATIONAL OPPORTUNITY

It's no secret that our students don't wait to finish their degrees before gaining international experience, with an internship or a term abroad. Or with a gap year, something which is appealing to more and more of them.

An added extra to give you a competitive edge

"A gap year is much more than a break: it's a way of growing as a person by exploring the world, living alongside locals and having new experiences. There is clearly a before and an after," said Romain, one of the many students who took a gap year in 2018-2019. The most popular destinations are Belgium, Luxembourg, the United Kingdom and Spain. The School encourages this type of initiative, which is in keeping with its aim: to develop international outlooks and to open students to an intercultural environment. "I also noticed that gap years abroad are particularly well seen on your CV. It would be a mistake to miss out!" adds Romain.

A gap year for a better world

More and more of our students are also choosing to take a gap year to undertake humanitarian projects and are spending several months on the other side of the world helping with local people. This is what fifth-year student Mathilde Lobbens did with "Bike To Act", a scheme promoting sustainable development and eco-tourism across Asia. Others want a challenge like fifth-years Christopher Duriez and Thomas Frère. They cycled 10,000km, from Bangkok to Lille with "Bike To Lille". We told you that travel broadens the mind!

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A SENSE OF SHARING



Sharing, one of the central tenets of our School, has taken on a new dimension in the last few months. Get on board!

It all began with a little yellow ball in IÉSEG colours. More than just a symbol, it has become the main theme of an unusual and fun initiative. Code name: #IESEGEXPERIENCE. The idea is that our international students and exchange students abroad are being invited to take this ball with them around the world and share their photos and selfies on social networks using the hashtag #IESEGEXPERIENCE. You can also share other amazing moments on the IÉSEG official account!

IÉSEG IN FIGURES



Sometimes, a few numbers say more than a long speech. Those from the autumn 2019/2020 are also particularly telling...

5 850

students accepted this School year.

144

permanent full-time professors, all with a doctorate/Ph.D.

82%

of permanent professors are foreign and come from 45 different countries.

292

partner universities in 71 countries around the world.

2 500

partner companies of all sizes and from all sectors.

2 600

international students.

9 000

graduates.

+100

nationalities present in the School.



Nicolas, Paul and Vianney :
3 IÉSEG graduates, 3 friends,
3 Masaya founders.

Credit: Masaya Experience

NICOLAS POUPARD CREATING EXPERIENCES

As an antidote to mass tourism and huge hotel complexes, **Nicolas Poupard** (IÉSEG 2010) plumped for authenticity when he created **Masaya** in Bogota. His idea was to provide travellers with an experience that captures the local charm offering accessible, comfortable accommodation, close to areas of cultural interest. It is a winning combination that has already attracted many Flashpackers* and is due to be exported to Europe in the coming months. Let's take a trip to Colombia.

WHAT WAS THE STARTING POINT FOR THE MASAYA ADVENTURE?

In fact it was during my studies! In my IÉSEG third year, I went to Bogota on an exchange and discovered a country at odds with the image that comes across in the media: full of welcoming people, breathtaking landscapes and tourism that was just beginning to take off. I also met my future partners, Paul and Vianney, both from IÉSEG. When I returned to France, I had only one desire, to go back there and combine my twin passions: travel and entrepreneurship! The School gave us the option that instead of writing our graduation thesis we were able to write our business plan.

HOW DID THE PROJECT DEVELOP FROM THERE?

We moved to Colombia in 2011. Once there, we bought a colonial house in the historic centre of Bogota and in March 2012 we opened our first hostel. Less than two years later, we opened our second hostel in Santa Marta. Then we went international, opening a place in Quito, the capital of Ecuador, and building eco-lodges in San Agustin, southern Colombia.

« WE PUT THE CUSTOMER EXPERIENCE AT THE CENTRE OF OUR APPROACH, HAVING BEEN TRAVELLERS AND FLASHPACKERS* OURSELVES ».

HOW WOULD YOU SUM UP THE SPIRIT OF MASAYA IN A FEW WORDS?

The authenticity of the place, quality of service and everything you need for your stay: we put the customer experience at the centre of our approach, having been travellers and Flashpackers*

ourselves. We offer a total travel experience by working hand in hand with local operators and ensuring good architectural integration and respect for the environment. Whether it's a city walk in the colourful streets, a sunset over the sea or in the middle of the jungle or discovering the local gastronomy, it's up to you to enjoy the culture of our destinations in your own way!

WHAT WOULD BE YOUR ASSESSMENT OF HOW THINGS ARE GOING EIGHT YEARS AFTER YOU LAUNCHED?

Today, there are more than 70 enthusiastic employees bringing the Masaya experience to the 50,000 travellers we welcome each year to our four hostels. We are building three new hostels - one in the jungle in the heart of Sierra Nevada de Santa Marta - and we're considering several projects in South America, and also in Europe, starting with Paris!

WHAT HAS IÉSEG BROUGHT TO YOUR PROFESSIONAL LIFE?

It makes you open to what the world can offer and gives you a desire to explore and a capacity to adapt to different situations. We strive to apply the School motto: "empowering changemakers for a better society!" on a daily basis. Any students and readers who are interested in Colombia should apply for an internship at Masaya to discover the many aspects of entrepreneurship in a country with a unique character.

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*The term Flashpacker is a combination of "flash" and backpacker.



Despite a busy working life, Benjamin never forgets what's important: his family

Credit: Benjamin Constant

BENJAMIN CONSTANT LIVING LIFE TO THE FULL

If there is one thing that Benjamin Constant (IÉSEG 1996) learned from his studies, it was the importance of choosing a career in tune with his beliefs and values. After 17 years with major international companies and in senior posts in nine different countries, he joined the Neo-Eco venture, a French company at the forefront of circular economy solutions. Now living in London, he looks back on his years at IÉSEG where he caught the international bug...

WHY DID YOU CHOOSE IÉSEG AFTER YOUR BACCALAURÉAT?

Mainly for the excellent reputation of what was at the time a small regional School! I didn't really know what I wanted to do; management training opened a lot of doors for me. I admit I was not the most studious and I remember the intense stress that I felt when I had exams coming up. I also remember the Junior Enterprise of the School which allowed me to work on real projects. Not to mention the opportunity to go abroad, which was unusual in 1994...

WHAT DID YOU DO IN YOUR YEAR ABROAD?

I left between my fourth and fifth year for a VNSE (a year abroad). It was the fear of military service that spurred me on to look overseas and I finally opted for 16 months in Uruguay. I loved this small Latin American country where I worked my socks off and learned that expatriation is like life: you have to make the most of it! It was a wonderful experience that made me want to continue exploring the world after my fifth year at IÉSEG.

A PIONEERING SPIRIT

These days a period working abroad is a compulsory part of the course at IÉSEG, but it was optional when Benjamin Constant was a student. In 1994, the School had just 10 places (for 150 students) to spend a year outside France; Benjamin was lucky - and surprised - to be selected! Off he went to Uruguay where he literally caught the bug for international business. With his diploma in the bag, he got his first job in Morocco, followed by Barcelona, Medellín, Milan, Gothenburg and now London. Where will he go next?

WHAT DID YOU LEARN FROM YOUR FIVE YEARS OF STUDY?

IÉSEG allowed me to broaden my horizons! The School equipped me with a great set of tools and opens students' minds on so many subjects. I really broadened my general knowledge - especially in areas related to the business world - and I was able to embark on my career fully prepared for the challenges ahead. I also learned how to simplify complex situations quickly. In the end, I tailor-made my own career!

WHAT LINKS HAVE YOU KEPT WITH IÉSEG?

I didn't have a relationship with the School during the early years of my career, until I was invited to participate in AACSB accreditation audits alongside Jean-Philippe Ammeux and the IÉSEG Network team. Then I was asked to take over the chairmanship of the Alumni Network from 2013 to 2016 - it was a rewarding experience in every respect and I was proud to contribute to the lives of alumni. I remain at the network's disposal if I can ever be useful!

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Pauline and her husband - pictured here in Munnar, India - returned from their world tour more united than ever.

Credit: Instagram @oh_tourdu monde

PAULINE MASSON-BOYET

MORE THAN JUST A ROUND-THE-WORLD TRIP

Travelling across incredible landscapes, waking up each morning in a different city, discovering new cultures and getting right out of their comfort zone... [Pauline Masson-Boyet](#) (IÉSEG 2011) didn't just dream about it, she did it! She tells us about an 11-month journey that took her further than she could ever have imagined ...



Career path

After graduating from IÉSEG in 2011, Pauline worked for a Paris-based digital advertising agency before joining the Carlsberg group in 2013. She specialised in digital marketing and then worked on brand experience. She is now head of the communication/media strategy and brand experience of the 1664 brand.

WHAT MADE YOU WANT TO TRAVEL THE WORLD?

I've always loved travelling, I had the opportunity to do an exchange to India for a term in 2009, followed by a road trip in Asia. After our wedding last year, my husband - Antoine Boyet (IÉSEG 2013) - and I decided to take the plunge; it was a case of now or never! I wanted to get out of my comfort zone, to let myself be surprised by the unfamiliar, to put my hectic life on hold and to have some new experiences. I spoke to my employer who was very understanding and let me have an 11-month sabbatical.

HOW DID YOU PREPARE FOR THE TRIP?

Let's just say we were not the most organised people, but that's exactly what we needed! Three months before our departure, we outlined the main route for our trip (leaving for South America, arriving in Asia) and noted the must-see sites and monuments. We also decided to do some volunteering along the way and to let ourselves be carried along by whatever took our fancy and by people we met along the way.

WHAT ADVICE WOULD YOU GIVE TO PEOPLE WHO WANT TO FOLLOW IN YOUR FOOTSTEPS?

Get on with it! There will always be any number of reasons not to do it. I'd be lying if I told you it was a piece of cake and that there was no risk - leaving behind loved ones, work and security - but only positive things can come out of it, whether it is

memories or people you meet, or personal and professional reflections that happen while you are there. When it comes to making preparations, don't forget visas, vaccinations and cancelling everything before you go so you set off without any worries. Accept that you will make mistakes, but the trip will also toughen you up when you come up against the unexpected and the unknown.

DID YOU WORRY ABOUT RETURNING TO REALITY AFTER 11 EXTRAORDINARY MONTHS?

I saw some unsettling and disconcerting things, in terms of humanity and the environment... but also some compelling moments of love, spirituality, sharing and generosity. Each one of these affects you and takes you forward. Every day, you start from scratch and go through every emotion, even in the most idyllic settings. I embraced uncertainty, moral and physical fatigue and yet I have no regrets. I don't like to describe returning to France as a return to "normal life" because part of the experience, such as catching buses, visiting temples, going up things, that was also our reality.

HAVE YOU MADE THE TRANSITION?

We came back at the beginning of May and I went back to work three days later. I didn't have time to think about it too much! During the final weeks, I mentally prepared myself. It felt like

“GET ON WITH IT! THERE WILL ALWAYS BE ANY NUMBER OF REASONS NOT TO DO IT... BUT ONLY POSITIVE THINGS CAN COME OUT OF IT, IN TERMS OF MEMORIES AND PEOPLE YOU MEET”.

that it was something important to do. Every day, I thought of one thing I missed in France: it often revolved around cheese and wine, but also challenges and stimulation in my professional life.

WHAT ARE YOUR BEST AND WORST MEMORIES?

It is impossible to narrow it down to one particular moment. They are often scenes from everyday life: a picnic at the edge of a lagoon in Uyuni, a sunrise over the tea fields of Karala, etc. We also enjoyed meeting up with IÉSEG alumni scattered around the world (in Montreal, Singapore, Boston and Bangkok) and traveling with two friends - also from IÉSEG - to different countries in Asia. The most difficult part was seeing human suffering: sometimes you have to really harden yourself to face the misery and unimaginable living conditions. It serves to remind us how lucky we are. There are also the daily nuisances - the canceled trains, the 20-hour overnight bus journeys, the nights at the airport. They are all part of the trip and make good anecdotes to tell a few months later. And I must end

with a favourite memory for my husband: Benjamin Pavard's goal against Argentina!

NOW YOU ARE BACK, WHAT HAVE YOU LEARNED FROM THE EXPERIENCE?

This world trip is one of the most amazing things I have ever experienced. I can honestly say that it allowed me to find myself: my ideas are clearer, and I know what I want from life. I also learned that nothing is set in stone and that I want to have some uncertainty - to leave room for surprises. And from a personal point of view, I developed a greater ecological awareness, I read a lot and discovered two new passions: photography and diving. My husband also gained a lot from the experience. He took advantage of the hours spent on buses to write a novel. In the end, our world trip has brought us closer together as a couple - it has been a bonding experience.

WHAT ARE YOUR PLANS?

The round-the-world-trip was just the beginning, the journey will never stop! I already have a list of new countries. I'll end with a quote from Henry de Monfreid that I read in the book "La vingt-cinquaine" by my friend Rodolphe Dutel (see IÉS! n°3) which sums up my state of mind perfectly: "Never be afraid of life, never be afraid of adventure, trust in chance, luck, destiny. Go, and conquer other spaces, other hopes. The rest will be given to you".

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SYLVAIN CHEYNIER HE'S GOT THE TRAVEL BUG



Credit: Sylvain Cheynier

When he set off on a trip around the world in 2008, Sylvain Cheynier (IÉSEG 2004) never imagined his journey would turn into a business venture. After 13 years in marketing (at Renault, Hospimedia, etc.), he decided instead to devote himself 100% to his website www.tourdumondiste.com

HOW DID TOURDUMONDISTE.COM COME ABOUT?

The day before our departure, my friend François Rosenbaum and I created the blog voyageautourdumonde.fr. It was to enable our family and friends to follow our world tour. During the trip, we started writing articles with our top travel tips. Back in France, the number of hits we were getting every month encouraged us to continue. In 2017, we left our respective jobs and our blog has become the www.tourdumondiste.com website. François manages the graphics and technical part, while I deal with SEO, social networks and the business aspects (partnerships, finance and administration). We both continue to write for the site. With nearly two million hits a year, www.tourdumondiste.com is the place to go for information when you are planning a long trip.

WHY IS TOURING THE WORLD ON THE INCREASE?

In fact, the phenomenon is far from new: the number of searches related to the subject on Google has been about the same for several years. What we have noticed, however, is the proliferation of long journeys on a single continent (for example tours of Asia or South America) and also the new craze for "slow-travel" and people choosing alternative forms of transport which are more environmentally friendly than air travel (hitching a lift on a boat, the trans-Siberian railway, by bicycle, etc.).

WHAT ADVICE DO YOU HAVE FOR A SUCCESSFUL ROUND THE WORLD TRIP?

Don't be too fixated on a world tour, especially if you have less than nine months. It's better to visit fewer continents and fewer countries; it's not a race to collect stamps in your passport! Allow one month per country, for example, to immerse yourself in its culture. Travel by land and sea. It's greener and more economical than by plane, and it also helps you appreciate the distances travelled, the landscapes and the people more fully. Also limit the weight of your backpack as much as possible. You can always buy or rent what you need when you get there. There is nothing worse than being weighed down when you are walking for several hours a day. Finally, remember to visit our site and join our community on Facebook (over 44,000 subscribers) to discuss the subject. Have a great trip!

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Mountains that will win you over... The 14 coloured mountains in Argentina

Credit: Instagram @oh_tourdumonde

LISBETH CACERES GETTING THE BALANCE RIGHT

Lisbeth Caceres (MIB 2008) is one graduate who resists being pigeonholed: she now has a career in finance after training as a chemical engineer and has worked in 15 countries across the world, she lives an almost quiet life in a city that never sleeps... and is constantly reinventing herself. We followed her over 24 hours to try to learn the secret of this balancing act that she has performed at L'Oréal for a little over 11 years.



Credit: Lisbeth Caceres



BECAUSE SHE'S WORTH IT...

After training as a chemical engineer, Lisbeth Caceres spent three years at Procter & Gamble in Caracas, Venezuela before taking on a new challenge. Instead of following the company when its headquarters moved to Chili, she chose to go to France, or Lille to be precise! She enrolled on IÉSEG's Master of International Business in 2007 hoping to gain a new professional perspective. It was a winning move since she joined L'Oréal one year later.

For the past 11 years, she has put her skills to work for international cosmetics giant L'Oréal: as Operations Controller for the Latin America zone (Paris, 2008-2009), SAP Controlling Key User (Brazil, 2009-2011), then as Internal Auditor (in more than 15 countries from 2012 to 2015).

In 2015, she moved to New York, a city that continues to fascinate her. Up until 2017, she was Internal SalonCentric Director and then became Deputy Vice President PPD Controller/ SalonCentric. What will her next challenge be?

5.30AM

I like getting up early to make the most of life. I start with a jog or a gym session if the weather is too cold. After a good shower and breakfast, I leave my apartment in Brooklyn, and head to the office! During the 40-minute subway journey, I avoid looking at my phone; I prefer to people-watch or think about my day.

8AM

I arrive at the office, near the High Line. Before I open my mailbox, I begin with five minutes of meditation. I then take a look at my calendar... on paper! I am a big fan of organising myself by writing things down. Another thing about me is that I don't get down to work with a coffee, but with half a litre of water.

10.30AM

I have learned that I am more productive in the morning. That's why, after sorting out my emails in order of importance and answering the most urgent, I then turn to the tasks that require the most concentration and projects related to long-term strategy. My current job (Assistant Vice President PPD Controller) is to manage L'Oréal's financial strategy to ensure sustainable

growth, manage the expenses related to the administrative and sales forces and contribute to the development of our teams. I use the later part of the morning to tackle pending items and activity reportings.

MIDDAY

When I arrived four years ago, I was shocked to see all my colleagues eating in front of their computer screens. I came from Paris where the lunch break is sacred! So I made a stand and bought a salad that I ate in Bryant Park, but I ended up following the crowd and doing the same as my colleagues. However, I force myself to get some fresh air as soon as I can at lunchtime.

1.30PM

I've recently changed roles with all that it entails such as new tasks and organisational changes. In particular, I inherited budgetary problems that I am trying to resolve as quickly as possible. This involves redefining the structure of the department concerned, strengthening relations with our partners but also stopping

bad practices. The last few months have been very busy, but this is part of the job at times of transition and I particularly appreciate this kind of stimulating challenge.

4PM

I have the enormous good fortune to work alongside a manager who is good at both the personal and technical aspects of the job. This is the kind of approach that inspires me to give the best of myself. I make sure to apply the same formula to my teams at our strategic meetings which are often scheduled in the afternoon.

8PM

I try to eat at home and do housework early in the week. I don't watch TV but listen to podcasts. From Thursday evening, I go out (to restaurants, bars, comedy-clubs etc). It's just impossible to get bored here. The diversity of New York fascinates me: it is an international city where nobody is considered a "foreigner". Everyone is different and this is not a problem. Don't hesitate to get in touch with me if you have any questions about The Big Apple!

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Credit: Nina Drewitz

Nina with "The Beast", a 4x4 bought to travel round Australia!

NINA DREWITZ

MAKE YOUR LIFE CHOICES WORK FOR YOU

Too often, a round-the-world-trip is thought of as a "holiday", an "amusement" or even a "whim". In this context, how can you promote such an experience and its contribution to a recruiter who wants to know why you have taken a break in your career? This was the question **Nina Drewitz** (IÉSEG 2010) faced when she returned from her second year-long trip. To tackle this issue, she asked for the support of IÉSEG Network, in particular the Executive Coaching by **Elizabeth Toucas**. She tells us why it was a smart choice...



Career path

After graduating in 2010, Nina joined the football department at the German headquarters of Adidas as Assistant Product Manager. 2014 was a turning point with her first solo world trip. When she returned to France, she became Marketing and Communications Manager of a communications agency before going on a second trip with her husband. For the last few months, Nina has been Brand Manager in Hugo Boss's Athleisure department.

YOU HAVE BEEN ON TWO YEAR-LONG ROUND-THE-WORLD TRIPS. DID YOU LIVE THESE EXPERIENCES DIFFERENTLY?

Yes! I went the first time in 2014, when I had the career I had always dreamed of. I felt it was a case of now or never: I wasn't married, I had no kids and I had a solid background in product marketing and the sportswear industry. The second one was four years later, this time with my husband. I remember feeling worried about the impact it might have on my future career, but my love of travel triumphed. When I came back in 2019, I was stuck: I didn't know what kind of position, company or project to apply for. I was getting no reply to my job applications and it made me feel that looking for work at my age, without children and with "holes" in my CV was making it impossible to get back into work.

THEN YOU GOT IN TOUCH WITH IÉSEG NETWORK TO GET A COACHING FROM ELIZABETH TOUCAS. WHAT DID YOU EXPECT TO GET FROM THIS SUPPORT?

It was by reading IÉS! that I realised coaching would be the ideal way to work out what I wanted to do. I wanted to learn how to impress recruiters by highlighting my personal circumstances in my CV. Our first interview focused on developing a list of important criteria for choosing my next job (would it be international, creative etc.). During our second meeting, we prepared for an interview I'd been offered a few days earlier.

Elizabeth quickly identified a major problem: I completely failed to talk up my second world tour and just presented it as "a hole in my CV". Elizabeth taught me how to present the skills and abilities I had learned during my two years abroad (adaptability, decision-making, open-mindedness, etc.) and to explain how they could be beneficial to a future employer. The method paid off: I impressed the recruiter and I got the job! I went back to my first passion in product marketing at Hugo Boss as Brand Manager for its Athleisure collection.

SO WHAT IS THE BEST WAY TO PRESENT YOUR ROUND-THE-WORLD TRIP?

A round-the-world trip is an extraordinary adventure that teaches you to be adaptable, to question yourself and to open yourself up to other people. These are the kinds of things recruiters are looking for, but you need to know how to bring them to the forefront in an interview! Businesses need to feel that you own your choices, whatever they are, and that they will be useful and make you truly stand out from other candidates. I would recommend coaching to everyone, whether for a change of career or for something more specific (to improve your performance in interviews etc.). This will definitely help you stay ahead of the game...

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JULIEN MAGNAN

HOW DO YOU FIND YOUR PLACE IN THE WORLD?

Julien Magnan (IÉSEG 2005) knows his stuff: his dissertation at the end of his degree was on “the motivating factors for French executives going to work abroad”. It was an exciting theme that he continued to explore for nine years within the TOTAL group, helping employees who were applying for expatriate postings. As someone at the forefront of issues relating to international careers, he gives a nuanced analysis that is sure to answer any questions you might have.

YOUR FIRST NINE YEARS AT TOTAL HELPED YOU TO UNDERSTAND THE CHALLENGES OF AN INTERNATIONAL CAREER. WHAT DID YOUR ROLE INVOLVE?

In 2007, my role as HR Advisor in Geneva consisted of the administrative and HR management of expatriate staff in more than 25 countries taking care of matters such as pay, social security affiliation, monitoring and assistance, advice to subsidiaries and managers while liaising with headquarters, etc. In 2011, I was posted to Houston at TOTAL Gas & Power North America. The Group was working in new energies (biofuel and solar) on the American continent. My job was to manage the HR issues related to these sites.

WHAT ARE THE MAIN REASONS FOR AN EMPLOYEE MOVING ABROAD?

There are many reasons, but it's important to remember that to work well, a move abroad must tick several boxes: a desire to take up new professional challenges, to discover another culture and to be open to the wider world. The financial aspect may come into play but that alone is not enough for the experience to be a success. Above all, it is essential to avoid going abroad to escape a personal or professional situation that doesn't suit you at home. No good will ever come of that. An expatriate posting usually offers more responsibility and requires autonomy, so it can give a real

“IT'S ESSENTIAL TO AVOID GOING ABROAD TO ESCAPE A PERSONAL OR PROFESSIONAL SITUATION THAT DOESN'T SUIT YOU AT HOME...”

boost to an employee's career. I remain convinced however that you can have a very good professional life in your own country!

WHEN DO YOU THINK IS THE BEST MOMENT TO TRY YOUR LUCK?

There isn't really one, it is important to know how to grasp the opportunities when they present themselves, but also not to overlook problems and difficulties. The paradox is that going young - and without ties - is easier, but companies prefer to send senior managers abroad. Getting the balance right with family life can then become difficult. It is important to prepare properly...

WHAT'S THE BEST WAY TO PREPARE FOR YOUR MOVE ABROAD?

It's essential to learn about the country you are moving to and ideally find a local contact who will give valuable advice to help you adapt. Also think about the employment or training opportunities for your spouse and the various social and medical schemes, including a possible return to France. These elements are usually taken into account in expatriate contracts proposed by companies.

HOW DOES THE TOTAL GROUP SUPPORT ITS EMPLOYEES WHO WANT TO PURSUE AN INTERNATIONAL CAREER?

It takes care of aspects as varied as logistics, housing, schooling, maintenance of social security and international medical cover. TOTAL also takes care of everyone's safety in countries with security issues. It also offers training to help with integration and the first administrative steps.



Julien hopes he'll soon be off for some new adventures overseas...



Credit: TOTAL

WE OFTEN THINK THAT "THE GRASS IS GREENER ELSEWHERE". MANY EXPATRIATES EVENTUALLY RETURN TO FRANCE. WHY?

I honestly believe we underestimate the career opportunities offered by our own country! Also, one should not idealise life abroad. People return for several reasons: children's schooling, returning to one's roots, a spouse's job, etc. From a professional point of view, when your head office is in France, it may be good to come back to meet new challenges, equipped with new skills for your employer, but also to take on new responsibilities and be more focused on the strategy of the company.

WHAT MADE YOU COME BACK?

After almost ten years abroad, my wife and I wanted to give our daughters French roots and move closer to our family. I also felt it was important to get back to headquarters to consolidate my international experience and immerse myself in the group's vision and challenges at a global level. Like many people, I operate in "cycles". Now I would be delighted to once again take my family on a new adventure abroad...

DOES IÉSEG DO A GOOD JOB PREPARING ITS GRADUATES FOR AN INTERNATIONAL CAREER?

Yes, and this aspect has developed even further since I left the School. At the time, there was already an international focus with teachers from all walks of life. The IÉSEG training gave me values such as mutual help, which is very useful in the context of a life change. I still remember sharing an apartment during my studies: I understood the importance of diversity and I formed strong friendships. In addition to the excellence of the teaching, the School allowed me to develop the skills and abilities that have helped me to find my place in the world of business. And in fact in the world.

DO YOU HAVE A LAST PIECE OF ADVICE FOR OUR READERS WHO CRAVE ADVENTURE?

Be ambitious, be bold, and be open to the cultures you discover, soak up the local life and, above all, make a contribution to it!

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Career path

After graduating in 2005, Julien joined a company in Lille as a business developer/consultant. In 2007, TOTAL Group offered him the position of international HR Advisor in Geneva, a first step towards managing expats. In 2011, he moved to Houston for a first posting, followed by a second in Nigeria two years later as Head of HR Administration. Since 2016, Julien has been a career manager for more than 200 geologists from the TOTAL group in France.

Credit: Laurent Pascal

OUR GRADUATES ARE ON THE MOVE!

These are some of new jobs our graduates have moved into over the last few months. Congratulations to all of them!



VINCENT CUVILLIER (IÉSEG 2007) has been appointed Managing Director of Cellnex France, the French subsidiary of Cellnex Telecom (European leader in telecommunications infrastructure).



JEAN-MARC PIATEK (IÉSEG 1994) is now Commercial Director at MediaTech-cx.



JULIETTE RICHARD (IÉSEG 2009) is the new Chief Operating Officer/Project Manager at BNP Paribas Reim France.



SANDRA CANIZARES (MIB 2011) has been made Head of NABs Ecuador at Anheuser-Busch InBev.



PAULINE DURAND (IÉSEG 2014) has been promoted to Senior Business Unit Controller L'Oréal Travel Retail Europe - YSL Biotherm/UD/HR at L'Oréal.



VIVEK RAJ (MIB 2011) is the new Promotion National Account Director at Sodexo.



ANTOINE DAUMAS (IÉSEG 2014) has been named Area Sales Manager Retail - Europe/ International Markets at Eric Bompard.

SOCIAL MEDIA: FOLLOW US!

To ensure you don't miss any IÉSEG Network news between two issues of IÉSI, see our social media: LinkedIn, Facebook, Twitter and Instagram @iesegnetwork

BIRTHS AND MARRIAGES

It's good to share all our graduates' great moments, send them to L.noel@ieseg.fr. You'll get a little surprise from us!

BIRTHS

IÉSEG 2003 - Léa, daughter of **Caroline Calais** and Pierre Guillemin, born April 29, 2019.

IÉSEG 2005 - Marius, son of **Caroline Miramont** and **Thibault Douriez**, born March 12, 2019.

IÉSEG 2007/2008 - Maxime, son of **Vincent Cuvillier** and **Emilie Chambaud**, born May 31, 2019.

IÉSEG 2007 - Augustin, son of **Antoine Decouvelaere** and his companion Delphine, born May 4, 2019.

IÉSEG 2008 - Isaure, daughter of **Valentine Mullet** and her companion Jean-Eudes, born June 14, 2019.

IÉSEG 2008 - Thais, daughter of **Alix de la Bastide** and Anthony Dunas, born July 7, 2019.

IÉSEG 2009 - Hugo, son of **Marion Devriendt** and Jean-Michel Lebrun, born March 16, 2019.

IÉSEG 2009 - Côme, son of **Pauline Turbelin** and Aurélien de Montgolfier, born June 14, 2019.

IÉSEG 2010 - Anatole, son of **Jean-Baptiste Caemard** and his companion Marguerite, born February 10, 2019.

IÉSEG 2010 - Zoé, daughter of **Mathieu Phulpin** and Amandine Phulpin-Eyssartier, born August 8, 2019.

IÉSEG 2010 - Gaspard, son of **Thibault Danset** and his companion Christine, born June 29, 2019.

IÉSEG 2011/2015 - Oscar, son of **Marine Duverger** and **Arnaud Van Coppenoelle**, born June 28, 2019.

IÉSEG 2012 - Victoire, daughter of **Wandrille Morin** and his companion Mathilde, born April 8, 2019.

IÉSEG 2016 - Auguste, son of **Adrien Cherpitel** and his companion, born February 27, 2019.

MARRIAGES

Marie Laffineur (IÉSEG 2013) and Julien Schmidt, November 2, 2019.

Fanny Devilaïne (IÉSEG 2012) and **Adrien Martin (IÉSEG 2011)**, June 15, 2019.



Jean, son of Agathe and Paul-Louis Dessery (2009), born January 29, 2019

EYES ON THE PRIZE



Who will be the entrepreneur of the year 2020? While we await the results which will be announced in March, here is all the information you need to try your luck!

Are you looking for an adventure that could change your life? For the fourth year running IÉSEG Incubator and IÉSEG Network are organising the contest won previously by Hugo Allary (IÉSEG 2011 and founder of IPaidThat - see IÉS! #2). Open to graduates and students, the competition will decide the IÉSEG Entrepreneur of the Year 2020 (with an €8,000 prize financed by the Caisse d'Épargne Hauts de France) and the "Coup de Coeur du Jury" (with a €3,000 prize paid by IÉSEG Network). Registration opens in December; your entry will be scrutinised by experts and, if shortlisted, will go before a committee of entrepreneurs, business angels and "incubateur" partners on March 17. The award ceremony will take place after that and no doubt we will see the winners in our magazine a few months later...

@ More information and registration: incubateur@ieseg.fr

THE MONTREAL CLUB: A WINNING RETURN



On September 26, after a year and a half break, the Montreal Club resumed its activities by organising a keenly anticipated afterwork party. The first of many...

"It was great to see so much enthusiasm," said Josephine Hladky (IÉSEG 2015) and Louis Queruau Lamerie (IÉSEG 2016), the new club representatives, after the meeting. There were 20 graduates from between the years of 2003 and 2017 and two current students who went along to Les Trois Brasseurs, near Berri-Uquam station. The evening featured much swapping of student memories in a city full of surprises and events, bringing new career opportunities... and lots of laughs! "Although everyone is on social media, we all need to meet up in the flesh and this first afterwork party confirmed that," said Josephine. And we can't argue with that.

@ More information: i.burietz@ieseg.fr

PASS IT ON - IT'S GOOD ADVICE...



Credit: Léopold Rigaut

In a few months' time, masters students will officially enter business life. To help them make this important transition, IÉSEG Network has set up a mentoring system.

What's the idea? To give them practical, hard-headed advice! With this support, students benefit from the guidance and opinions of a business professional on their career plans and motivations. It can also help them develop their network, work on job applications, and it allows them to ask questions about the mentor's role or career. "Our alumni took this step a few years ago. Now they have all the answers... to help our future graduates!" said Annalisa La Monaca, alumni projects officer at IÉSEG Network. 220 pairings have been set up for this year: come and join them to help even more people!

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GET IN ON THE ACTION



Around 50 people began the academic year with some group bonding on September 19 during an exciting evening at the indoor adventure park Koezio, at Villeneuve d'Ascq near Lille. We told you you'd be missing out if you didn't go!

Graduates, master students and staff members from the IÉSEG team got together to take part in different challenges combining action, reflection and strategy. The secret to success? "Good communication, working together, good observation and agility," said Irène Burietz, alumni projects officer at IÉSEG Network and a member of the winning team along with Emilie Degodet (IÉSEG 2017) and Claire and Olivier Piussan (IÉSEG 2011). The evening ended with a cocktail party and a chance to swap notes. IÉSEG Network plans to repeat this type of informal and intergenerational event to bring people together. See you at the next one?

@ More information: <https://ieseg-network.com/events>

JOIN US ON OUR BRAND NEW* LINKEDIN PAGE!



***IÉSEG NETWORK LINKEDIN ACCOUNT WAS DELETED. TO KEEP IN TOUCH WITH YOUR NETWORK, PLEASE FOLLOW US ON OUR NEW PAGE!**