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IÉSEG!  
IÉSEG NETWORK MAGAZINE



# 50 YEARS OF THE NETWORK

- . Special 20 page issue!
- . IÉSEG Network in the words of its own members
- . Behind the scenes at the Association

## ENTREPRENEUR SPEAKS

Marion Min  
Friendly networking  
in Belgium

## INTERNATIONAL

Adrien Cherpitel  
English way of life

## 20 YEARS WITH

Aurélié Wattedled  
Remember where  
we came from

## WANTED: IÉSEG NETWORK PRESIDENTS

For 50 years, IÉSEG Network has been by your side, chiefly thanks to the dedication of successive Presidents. We pay tribute to two of them in this issue and thank all of them for everything they were able to achieve during their tenure. We have lost contact with some of them... help us find them! If you know a former President of the Association, write to us!

@ More information: [ieseg-network@ieseg.fr](mailto:ieseg-network@ieseg.fr)

## DID SOMEONE SAY PECHA KUCHA?

Do you want to try something different with your presentations and pitches, that goes above and beyond a long and sometimes boring PowerPoint? Why not try the creative Pecha Kucha method, which is a direct import from Japan. The technique combines a short and powerful oral presentation, synchronised with the projection of 20 slides which follow one after another every 20 seconds, in a precise time frame of six minutes 40 seconds - and not a second more. If you can master it well, it's an incredibly effective technique. This is something you can learn to do at the discovery workshops that Elizabeth Toucas has been offering since last March and which have been very popular with our alumni. If you missed them, there's good news: new sessions are scheduled for the end of June and for September. We look forward to seeing you there!

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## CHRISTMAS IS COMING!

In the space of six years, the Entrepreneurs' Christmas catalogue has become a real fixture in the calendar, eagerly awaited by the entire IÉSEG community. Just to remind you, it brings together useful and original gift ideas (products or services) offered by entrepreneurs from our School - whether they be alumni, staff or students. Would you like to appear in the next edition and tap into an audience that shares your values? Fill in the form which you can find at <https://ieseg-network.com/news/433031> and send it back before September 15!

@ More information: [a.lamonaca@ieseg.fr](mailto:a.lamonaca@ieseg.fr)

## BECOME AN ACTOR FOR CHANGE

IÉSEG Network is proud to announce the opening of a brand new club: IÉSEG for change. Run by Charles Duprez (Grande École 2019), Thomas Dayraud (Grande École 2015) and Laëtitia Sergent (Grande École 2014), it offers to support graduates and students who wish to become actors for change. Understanding, support, transformation, action and synergy are five themes for one challenge: taking action today to meet the socio-environmental challenges of tomorrow.

@ More information:  
[www.linkedin.com/groups/9064383](https://www.linkedin.com/groups/9064383)

IN ITS PODCAST "CHANGEMAKER STORIES", IÉSEG NETWORK GOES TO MEET THE ALUMNI WHO ARE PUSHING THE BOUNDARIES. AMONG THE FIRST GUESTS IS GUILLAUME FOURDINIER, FOUNDER OF AGRICOOOL.

More information p.19



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FLASH-BACK

President of the Network from 2004 to 2008, Laurent Ovion started a revolution which transformed the daily life of our Association...

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INTERNATIONAL

Adrien Cherpitel didn't have to travel far for a total change of scenery: he just crossed the Channel. We take you to London to discover his English way of life!



Credit: Anna de Dreuille

CHERISH THE DIFFERENCES

When I had the honour to be a Class Mentor in 2017, I remember feeling a mixture of pride and nostalgia.

Pride in seeing what IÉSEG had become since I finished my studies in 1998: a School looking towards the future, programmes adapted to the times we live in, ambitious educational projects... and above all humble young graduates, ready to take their place in professional life. Under the leadership of Jean-Philippe Ammeux, IÉSEG is ranked among the best business schools, but without ever betraying its fundamental beliefs.

Nostalgia, because I have spent some of the most wonderful years of my life there, whether as part of its associations, internationally (on an exchange to Canada) or through the friendships that I made there. Throughout my career, I have been able to appreciate the power but also the kindness of our Alumni Network: there is always a graduate ready to support you wherever you are in the world. Let's appreciate this good fortune and cultivate it going forward!

As we celebrate the 50<sup>th</sup> birthday of the Network, I feel particularly confident of its future and its projects, in the service of our alumni and our School. The current team, led by Laëtitia Dugrain-Noël, chaired by Vincent Cuvillier and supported by dozens of volunteers around the world, is like the alumni themselves: enthusiastic, attentive and ambitious. Happy birthday, IÉSEG Network!

**Bruno de Fougeroux (Grande École 1998)**  
IÉSEG Network Administrator

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20 YEARS WITH

Warning: remarkable testimony! Aurélie Wattebled looks back on the 20 years that have shaped our history.

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ANALYSIS

IÉSEG Network: future and challenges as seen by Laëtitia Dugrain-Noël, Vincent Cuvillier and Jean-Philippe Ammeux.

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THE NETWORK

News from the Network: births and weddings, news...

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**IÉS! IÉSEG Network Magazine**

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Elizabeth Toucas, head of the careers service, is one of five paid employees at IÉSEG Network. Meet the others on page 14!

Credit: Barbara Grossmann

## A NEW TYPE OF ORAL EXAM



Credit: IÉSEG

For the first time in IÉSEG's history, the oral entrance examinations for candidates were held online on the Placemeet platform. This wasn't just a small change in procedure - it was a revolution.

The 2,811 candidates and 633 jurors were connected to the dedicated server for an experience in which every detail had been carefully thought out including a briefing in the lecture theatre, virtual break-out rooms for motivational interviews and oral English tests. The operation went like clockwork and helped people to forget the Covid restrictions, with positive feedback from all the participants: thank you to all those who made it possible! We also salute the reception team of 13 IÉSEG students (see photo), who took charge of welcoming candidates, answering questions and giving valuable advice. There were even games (a blind test, Pictionary and a quiz) to put candidates at their ease before the interviews! Finally, we would like to thank the 300 or so alumni who made up the juries - it was a real trip down memory lane for some of them. At the end of May, the oral entrance exams for the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> year of the Grande École Programme also took place online.

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## THREE CEREMONIES IN ONE

After a year of Covid restrictions, the graduation ceremony on May 29 was an opportunity for everyone to come together online and turn the page on one adventure before setting off on an equally exciting new one.

Our internet servers had no problem handling the number of guests with more than 2,000 graduates from the Grande École Programme (2019 and 2020 year groups), more than 750 from the BIB-PGP Programmes, not forgetting the participants of the four Executive Development degree programs. The ceremony had been completely reconfigured for the occasion to make it a memorable and interactive event, hosted by journalist Louise Eckland. The format may have been virtual, but the sharing and emotion was very real for the (now) former students. IÉSEG Network played its part by preparing a lovely parcel sent on to all graduates ahead of the ceremony. We wish them an exciting and fulfilling professional life!

## BRICK BY BRICK



Credit: IÉSEG

Have you heard of the "Yellow Brick Road" method? If not, don't worry, it's all explained in the useful book "Transformer votre entreprise en alliant stratégie et humanisme".

Written by Catherine Archambault, a teacher and researcher in strategy at IÉSEG and Nicolas Hennon, former Managing Director of Kiabi Monde, the book is intended to be both inspiring and useful. Full of helpful recommendations, practical tools and shared experiences, it invites today's managers to have the courage to construct their own building blocks in an increasingly complex and systemic environment. A great way to meet the current expectations of employees, customers and partners. Get hold of a copy asap!

@ More information: [www.editions-ellipses.fr](http://www.editions-ellipses.fr)

## WELCOME TO LAURE QUEDILLAC



Credit: IÉSEG

After 12 years in strategic roles at the École Centrale de Nantes, Laure Quedillac has just joined the Corporate Relations Department of IÉSEG.

She will be putting her in-depth knowledge of corporate relations management in the fields of training, professional integration and development at the Grandes Écoles, at the service of our students and society. Laure Quedillac and the Corporate Relations team will be working on developing links outside the academic world in three main areas: strengthening relations with companies who already partner with the School and finding new connections, helping our students find work placements and building stronger links with international companies. "I am proud to be part of a dedicated, innovative Grande École, focused on people, listening and sharing knowledge," she said.

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## IÉSEG CONSEIL LILLE: IT'S GOT IT ALL

To say that there was an anxious wait for the results would be putting it mildly. Members of IÉSEG Conseil Lille heaved a sigh of relief when they heard the good news: the association has been ranked among the top six Junior-Enterprises (JE) in France out of a total of 200.

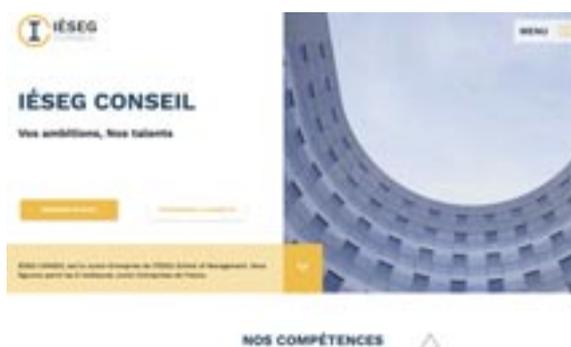
### More than mere recognition

Every year, the National Confederation of Junior Enterprises recognises the best JEs judged on process audits, business activity and management structure. Suffice to say that "this distinction is a fantastic recognition of all our hard work, but also a powerful argument to reassure companies who can sometimes be reluctant to entrust consulting assignments to students," explained François Mannessier, President of IÉSEG Conseil Lille.

### Meetings and discoveries

Building on this success, the Junior-Entreprise has no intention of stopping there and will continue to work with all its stakeholders (teachers, programme directors, former members and clients). In the long term, IÉSEG Conseil Lille wants to become more effective through innovative and rigorous processes and also wants to expand its range of services to reward its most loyal customers. And it is determined to do all this without losing sight of its most important function: promoting the well-being and development of its members eager to train, meet people and discover new things. Who knows where this venture will take them? Congratulations again!

@ More information: <https://iesegconseil.fr>



Credit: IÉSEG CONSEIL Lille

## TRAINING THE PIONEERS OF THE FUTURE



Credit: IÉSEG

IÉSEG regularly hosts events where students can get together with its partners to introduce them to key figures in business today who will inspire them to become the managers of the future...

There was a good illustration of this on April 20, when 280 members of our community attended the conference "Toyota & Paris 2024: a shared vision" led by François Maon, head of the "Management and Society" department of our School. It was an opportunity to highlight the philosophy of the 2024 Paris Olympic and Paralympic Games and to share a common desire to initiate long-lasting positive changes in society. This is an aim that's also in line with the IÉSEG vision: to train managers who are inspiring, ethical and intercultural pioneers... some of whom will be able to bring their skills to the teams of the 2024 Paris Olympic Games! Five students have already completed an internship there since July 2020. This will no doubt be just the beginning ...

@ More information: [www.paris2024.org](http://www.paris2024.org) - [www.toyota.fr](http://www.toyota.fr)

## THE CONVERSATION: SHARING IDEAS



Credit: IÉSEG

Knowledge is only useful if it is shared and it was with this idea in mind that our School signed a partnership with the online publication The Conversation...

When they are not teaching, our permanent staff carry out research on subjects related to management and then publish their work in the best international scientific journals, specialist publications and other media. The partnership with the online publication, The Conversation France also allows IÉSEG to reach a wider audience by publishing more than a hundred articles written by its teacher-researchers: "What does your banker like more: you or your data?", "What model should you choose when launching your social enterprise?" Or "Football stars: are they famous because they are rich, or rich because they are famous?" ... which one will you read first?

@ Find out more: <https://theconversation.com/institutions/ieseg-school-of-management-2453>



Good news: it will soon be possible to hold afterwork parties in person again!

Credit: Marion Min

# MARION MIN

## FRIENDLY NETWORKING IN BELGIUM

Being laid-back doesn't mean you can't be serious! It's a philosophy that **Marion Min** (Grande École 2010) puts into practice every day as head of both her company **Leadist & Gravity Influencers** and also of the IÉSEG Network club of Brussels. The capital of Belgium is perfectly suited to Marion's temperament and philosophy, as a person who is never short of ideas for friendly networking. We talk to this influential and caring entrepreneur.

### WHAT HAVE BEEN THE MAJOR STAGES OF YOUR CAREER?

When I left IÉSEG in 2010, the effects of the 2008 crisis were still being felt in terms of the hiring of young marketing graduates. However, I quickly found my first job in an e-marketing agency, an experience that taught me a lot at a time when the industry was in its infancy. A year later, I was recruited by a larger French company specialising in online marketing and advertising. I was there for seven years, working my way through the ranks one by one to become Country Manager Belgium. And with that I left Paris to open our branch in Brussels. Making the move gave me the confidence to strike out on my own...

### WHY DID THIS FEEL LIKE A GOOD MOMENT TO BECOME AN ENTREPRENEUR?

Meeting my two future partners (two former clients) was a decisive moment and I felt ready to start a project with an offer and strategy that was in line with my own values! I had a strong network, good knowledge of the market and lots of energy to spare. And so the Leadist & Gravity Influencers agency was born. We help brands get results with their online businesses using advertising and advertising tailored to their target audience. We offer made-to-measure solutions using tools as varied as Google, social networks, content sites and blogs, but also marketing using

**“THE NETWORK SHOULD BE AN ANCHOR FOR GRADUATES, OFFERING THEM SERVICES TAILORED TO THEIR DAILY LIVES”.**

influencers, a field which is currently booming. Four years later, I have no regrets. We are gaining more and more customers and we now have ambitions to crack Europe.

### YOU ALSO CO-RUN THE IÉSEG NETWORK CLUB IN BRUSSELS. WHAT CAN YOU TELL US ABOUT THAT AND WHAT DOES IT BRING YOU?

When the Covid-19 situation allows, we regularly organise afterwork parties or seasonal events that attract between 20 and 40 participants. We have an inclusive approach to running things with no hierarchy where everyone does what they can, when they can. This allows us to have a stable team committed to the job in hand that makes it easier to organise our events. Our members love nothing more than getting together to share their stories and experiences in a good humoured, caring atmosphere. Friendships are formed and professional opportunities regularly present themselves; the fact that everyone shares the same background makes communication easy.

### THE NETWORK IS CELEBRATING ITS 50<sup>TH</sup> BIRTHDAY. WHAT DO YOU WISH FOR IT FOR THE NEXT 50 YEARS?

Quite simply that it continues to grow, bringing together all the alumni and supporting them throughout their careers. The Network should be an anchor for graduates, offering them services tailored to their expectations and their daily lives. For our part, we are particularly proud to represent it and to be its ambassadors!

@ More information: [marion.min.france@gmail.com](mailto:marion.min.france@gmail.com) - [www.leadist.eu](http://www.leadist.eu)



Claude Baco, with two young graduates, Astrid Gilbert and Alexandra Zomeno, during the second annual party for the Network in 2010.

Credit: Dominique Coullier

## CLAUDE BACO ACTION THAT PUTS PEOPLE FIRST

2008 marked a turning point in the history of IÉSEG Network: the Association welcomed its first permanent employee, **Claude Baco** (Grande École 1976). He was responsible for the launch of the careers services which have since become one of our cornerstones. He talks to IÉS! about this watershed moment and also has a few words of advice.



### Career path

After a few years of on-the-job training, Claude Baco worked for the CGI Group, a subsidiary of Société Générale, as Director of the "Corporate Finance" Market, before moving to HR in the Argos group. After working as director of development for IÉSEG in the mid-1990s, he then founded his own company, Arkana. In the 2000s, he returned to his alma mater, first as Professional Project Manager for the School itself, then as Executive Officer of IÉSEG Network.

### YOU WERE THE FIRST EMPLOYEE OF IÉSEG NETWORK. WHAT WAS YOUR ROLE AND WHAT WAS IT LIKE AT THE TIME?

When I arrived, I had to be a jack of all trades. The Association only had 2,500 alumni and was run on a system of goodwill by volunteers. At first, I worked there on my own until the team was expanded, most notably with the recruitment of Laëtitia Dugrain-Noël (see interview p.14) whose organisational skills helped me build up what has gradually become a formidable Network. She later took over the role.

### WHAT MAJOR PROJECTS DID YOU WORK ON DURING YOUR TIME IN THAT ROLE?

In four years, we came up with numerous initiatives aimed at growing the Association, for example by creating branches in the big cities where many of our members lived. We also began a series of meetings to create as wide a web of mutual help as possible for alumni. Whether it be conferences, afterwork events or sponsorship... the form may vary but the aim has always remained the same: to cultivate a culture of networking, to maintain the links between IÉSEG and its alumni, regardless of differences in age or background. Little by little, IÉSEG Network has become more than simply a pool of contacts and has transformed itself into a fully-fledged Network, invaluable for obtaining information, studying prospects for professional development or finding support.

### MOST NOTABLY, YOU LAUNCHED THE CAREERS SERVICES, WHICH WERE UNPRECEDENTED AT THE TIME. WHAT WAS YOUR AIM?

We started by setting up Corporate Talks, meetings between IÉSEG students and alumni who came along to talk about their profession. We adapted this format to be used in a series of seminars, usually led by external consultants, aimed only at alumni. Little by little, these events became places for dialogue and discussion between business people who wanted to find a new direction in their career, move into a new profession or train to acquire new skills... By doing this we were able to help countless members to reposition themselves professionally.

### THE NETWORK IS CELEBRATING ITS 50<sup>TH</sup> BIRTHDAY. WHAT DO YOU WISH FOR IT FOR THE NEXT 50 YEARS?

I hope it continues to grow while ensuring it retains the profoundly people-orientated identity that characterises it. Unbridled capitalism, which can be brutal, has always been alien to IÉSEG and its graduates. I also hope it continues with its incredible capacity for action which is a real strength and something not found in other equivalent networks. With students now being taught at two sites, in Lille and in Paris, the challenge is to maintain this solidarity which is in our DNA. But I have no doubt that will happen!

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# LAURENT OVION INNOVATING TO HELP OTHERS

It's hard to pigeonhole **Laurent Ovion** (Grande École 1997): is he an entrepreneur, facilitator or innovator? Probably a bit of each, all at the same time. The common thread to his life, whether personally or professionally, seems to be the pleasure he takes in sharing, innovating and creating synergy. We talk to a man who was President of the Network from 2004 to 2008 and started a small revolution which helped transform its day-to-day running and projects: the lifetime membership.

## WHY DID YOU CHOOSE IÉSEG AFTER YOUR BACCALAUREAT?

At that point I didn't have a clear idea of what I wanted to do as a job, but I was sure of one thing: I absolutely wanted to go to a Grande École after my Bac. In 1991, the choice was much narrower than it is today and IÉSEG ranked among the best: a member of the Conférence des Grandes Écoles, with a diploma recognised by the state, etc. I was also impressed by the enthusiastic reception for candidates in the oral entrance exams. It was a little detail that made a difference and it weighed in the balance when I made my choice.

## WHAT MEMORIES DO YOU HAVE OF YOUR FIVE YEARS OF STUDY THERE?

I remember the carefree feeling of student life. You don't necessarily appreciate it at the time, but these are really special years, a daily routine and way of life that won't happen again. It felt like a magical moment in my life. My best memories are of the people I met there. They continue to support me today whether on a personal, professional or academic level. I also remember the atmosphere: the exams and the sleepless nights that preceded them (the hallowed atmosphere inside the School which was open 24 hours a day), and skiing trips, unforgettable every year. Even having to resit a year was a positive

**"IÉSEG NETWORK IS LIKE NO OTHER: IT IS BASED ON MUTUAL HELP AND WORKS WHEREVER YOU ARE IN THE WORLD..."**

experience as it got me an extra year at the School!

## LOOKING BACK, WHAT DID YOU GET FROM IÉSEG?

On a professional level, it undeniably gave me the ability to adapt and cut through to what matters. When I look at my career and that of a large number of alumni, I can see that everyone has been able to pave their own way, not always in a straight line, but one that suits their personality. And from a personal point of view, and I cannot repeat it enough: the unwavering friendships, a Network to call on in any situation and a desire to pass things on to students and alumni.

## WHY DID YOU BECOME PRESIDENT OF THE ASSOCIATION IN 2004?

It was a decision that I came to gradually. I had regular, constructive discussions with Jean-Philippe Ammeux, Pascal Bied and Daniel Buyl at the School, and with other alumni (Anne-France Bonte, Pierre-Jean Bouilliez, Christophe Jaulin and Sophie Decramer to name but a few), who were all ready to get involved, and that made me want to give it a go. At the time, there was an almost craftsman-like approach, with a deep desire to lay solid foundations and construct long-term projects. Our motivation was in inverse proportion to our lack of human and financial resources, but it's often when we have restrictions placed on us that we are most creative. In fact, I'm absolutely sure of it!

## WHAT DID YOU GET FROM THE EXPERIENCE?

Being President of the Network represents a significant investment. You have to deal with demanding subjects (financing, growth, the attributes that accompany it, etc.) and



Credit: IÉSEG

In 1991, Laurent was won over by the warm reception given to candidates at his admissions interviews. Thirty years later, the School continues to focus on the experience of prospective students, with a single watchword: good humour.



Credit: Laurent Ovion

We said we'll meet in 10 years...

I learned a lot about the School, the way it operates and its development. Once again, I met some wonderful alumni of all ages. In the end, what you get out of it is more personal than professional, and I'm happy about that!

#### ONE OF THE MOST SIGNIFICANT DEVELOPMENTS OF YOUR TENURE WAS THE INTRODUCTION OF THE LIFELONG MEMBERSHIP FEE. CAN YOU EXPLAIN HOW THIS CAME ABOUT?

It came about after collective consideration and the observation that the School had more students than alumni. We therefore took a two-pronged approach, supporting the students by providing added value through various services (mentoring, coaching, business conferences, etc.) and increasing contributions through a membership fee from the first year of study. No-one objected to this principle and everyone quickly came on board. We felt that this created a virtuous circle for the Network as well as for the students and gave the association the means to focus on its growth.



#### Career path

Having graduated in 1997, Laurent Ovion spent the first seven years of his career in IT services companies working in sales and marketing. In 2004, he embarked on his first entrepreneurial adventure with an online gaming venture. There was a new turning point in 2010 when he joined Crédit Mutuel Arkéa to take charge of innovation. He spent six exciting years with this forward-looking group, but the entrepreneurial bug came back to bite him and in 2016, Laurent became an independent consultant in digital innovation and transformation. At the end of 2018, he joined the DLPK group as project and innovation director. What will his next challenge be?

#### FIFTEEN YEARS LATER, WHAT'S YOUR VIEW OF IÉSEG NETWORK?

It's on a different scale now: everything is bigger, more professional, more regulated and organised. Our Network is as useful as it is valuable, for both alumni and students. In ten years or so, we have gone from an association run by volunteers to having a real business model with a product to support and develop. The challenge for the years to come will be to maintain the same spirit and the unique DNA of IÉSEG Network as it continues to grow. I'm sure this will be the case: the current team and its President (Vincent Cuvillier, see p.16) share this desire.

#### THE NETWORK IS CELEBRATING ITS 50<sup>TH</sup> BIRTHDAY. WHAT DO YOU WISH FOR IT FOR THE NEXT 50 YEARS?

To continue moving forward at the same pace, to flourish on five continents in all languages, and to help the School expand. I also hope it remains humble by never forgetting where we came from. It is certainly a Network like no other: it's based on mutual help with no ulterior motive, we are not all in it for ourselves and our own careers. It's caring, outward-looking, and has branches all over the world. I've seen it in action in Paris, London, Istanbul, New York, Hong Kong, Shanghai... I'm now a little less proactive, but I will continue to respond as promptly as possible to requests, whether they come from students or alumni.

@ More information: [laurent.ovion@gmail.com](mailto:laurent.ovion@gmail.com)



Adrien has a touch of English style about him!

## ADRIEN CHERPITEL ENGLISH WAY OF LIFE

Who says you have to go to the other side of the world to feel far from home? Certainly not **Adrien Cherpitel** (Grande École 2014) who left Paris four years ago for life in London, to continue to build a fulfilling and well-thought-out career. Let's meet an IÉSEG graduate who reminds us that whatever the destination, what matters is the journey.



### Career path

**Adrien Cherpitel** got involved in the life of the Network before he even graduated: he was the first student representative for IÉSEG Network. Since then, he has had a varied career full of challenges: Finance & Logistic Controller at Dextra Group and Project Manager at Hare & Humphreys in London before joining Bouygues UK a few weeks ago. A father of two children, he leads a fulfilling life in the British capital and never misses an opportunity to get involved in our Network.

### HOW DID YOUR WORKING LIFE BEGIN?

I remember in my first year at IÉSEG, speakers regularly emphasised the importance of getting experience in business. Looking back, I can only agree with them! I did my end-of-studies internship at Dextra Group, which was then developed into a Consulting Project, the equivalent of a dissertation done while working for a company. This had a great outcome since I was hired on a permanent contract as Finance & Logistic Controller a few months later. I still remember the delight I felt at the idea of entering the job market, earning my first salary and living the life of a young graduate in Paris. In 2017, after three years on a real learning curve, I wanted to embark on a completely new adventure...

### YOU CROSSED THE CHANNEL AND HEADED FOR ENGLAND... DID YOU HAVE A PARTICULARLY INTERNATIONAL OUTLOOK?

I grew up in Luxembourg, and even though you can't call that a completely different environment, I was used to spending time in a multi-cultural community. As a young adult, I was lucky enough to discover the joys of Parisian life, but I wanted a change of scenery and to continue to open up to new cultures. I've always loved challenges and the one offered to me by Hare & Humphreys was particularly appealing: being their Project Manager in London. Founded in 1987, the company is a leading

specialist in decorating and renovating historic buildings in the UK. It was new job in one of the most dynamic cities in the world: how could I refuse? First of all I did three months training at the Paris headquarters of the Ateliers de France Group before moving to the British capital in September 2017.

### WHAT IS INVOLVED IN YOUR ROLE AS PROJECT MANAGER?

Over four years, I had the great privilege of being able to play a role in some incredible projects with our team of 50 decorators restoring the most beautiful buildings in London such as the Palace of Westminster, Windsor Castle and the National Gallery as well as private homes. It was an extraordinary experience with some unforgettable encounters and I picked up new skills in terms of both management and project management. I was able to put into practice many of the concepts I learned in my classes at IÉSEG and appreciate how comfortable our training makes us feel in all environments. Last April, I started a new chapter in my career by joining Bouygues UK where I hope to build on my experience and take on new and equally exciting challenges.

### WHAT DO YOU LIKE MOST ABOUT LIVING IN LONDON?

It would take an entire magazine to list everything! Our daily life has changed a lot in three years: we arrived as newlyweds and are now parents to two young children. We've partied in the most

## “WE LOVE THE OPENNESS AND TOLERANCE OF THE ENGLISH TOWARDS DIFFERENT CULTURES. HERE, IN LONDON, EVERYONE CAN LIVE LIFE AS THEY PLEASE!”

vibrant parts of the city and now have a wonderful family life. We particularly appreciate the open-mindedness and tolerance of the English towards different cultures. The notion of the melting pot seems to have been invented here and everyone can find their place and make their life as they see fit. We also love the green spaces and city gardens: wherever you are, there is always a square nearby with squirrels and benches to admire the view. We have more trouble with transport times: London is very large and spread out (ten times bigger than Paris) and it is not uncommon to have to travel an hour and a half to get to your place of work.

### WHERE ARE YOUR FAVOURITE PLACES?

For a complete change of scene without going far, I recommend a trip to Richmond Park. The place is perfect for family picnics and you can see herds of deer and peacocks. At the weekend, you can be on a white pebble beach in two hours. With a bit of luck you can see across to Normandy...

### ARE YOU IN TOUCH WITH OTHER IÉSEG ALUMNI IN LONDON?

At the moment meetings are informal and adhoc; because London is so big, it can be difficult to maintain relationships with people who sometimes live an hour away from you, but I always go along to any events. Meeting up with Elizabeth Toucas during the “IÉSEG Network

Caravan” was something I really enjoyed. And of course I’m always available to talk to any alumni who are wondering about expat life.

### IN 2011, YOU WERE THE FIRST STUDENT REPRESENTATIVE FOR THE IÉSEG NETWORK. WHAT DID YOU TAKE AWAY FROM THIS EXPERIENCE?

At the time, the Network had the great idea of including a student on its Board of Trustees. IÉSEG Network was experiencing strong growth and recognised the importance of understanding the expectations of future graduates so it could try to fulfil them. I felt proud to take on this role which I took very seriously and which is a great memory all round.

### WHAT DOES IÉSEG NETWORK MEAN TO YOU TODAY?

It’s a caring community that’s there to listen. During my job search, I was able to use the Network to talk to alumni at companies that interested me. They were always prepared to take the time to answer my questions or give me advice. These discussions helped me open up the possibilities and explore avenues that I had not necessarily thought of. The Network is also about very strong friendships that begin at School and continue to endure.

### THE NETWORK IS CELEBRATING ITS 50<sup>TH</sup> BIRTHDAY? WHAT WOULD YOU WISH IT FOR THE NEXT 50 YEARS?

It’s hard to imagine what it will be like in 2071, but we can hope it embodies the same enthusiasm, ever stronger participation from graduates and even greater international influence with clubs and activities in every country in the world!

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## HENRI HECQUET FORGING LINKS



Credit: Léopold Rigaut - IÉSEG

Henri, a masters student in Entrepreneurship, is the current IÉSEG Network student representative. It’s a tailor-made role and one which he gets a lot out of both professionally and personally.

### WHAT WILL YOU DO WHEN YOU FINISH YOUR MASTERS?

Entrepreneurship has always fascinated me and I want to make that a key element of my profession. I have just started a Business Creation Project (PCE) semester and I am working on Abby, a solution designed to improve the customer journey for estate agents. I’m lucky to have a place at the Euratechnologies incubator in parallel with my courses.

### YOU ARE A STUDENT REPRESENTATIVE FOR IÉSEG NETWORK. WHAT DOES THIS INVOLVE?

My role is first and foremost to make students, who are of course also future alumni, aware of everything that the IÉSEG Network Association has to offer from the moment they enter the School. An example of this is that we organise conferences with graduates (Graduate’s Talk) where alumni talk about their backgrounds and answer any questions the students might have. Organised in small groups or online depending on Covid-19 restrictions, these meetings are a real opportunity for discussion to help students project more easily into the future. I am also the go-between for the different year groups: I answer their questions and find out what they want from the Network.

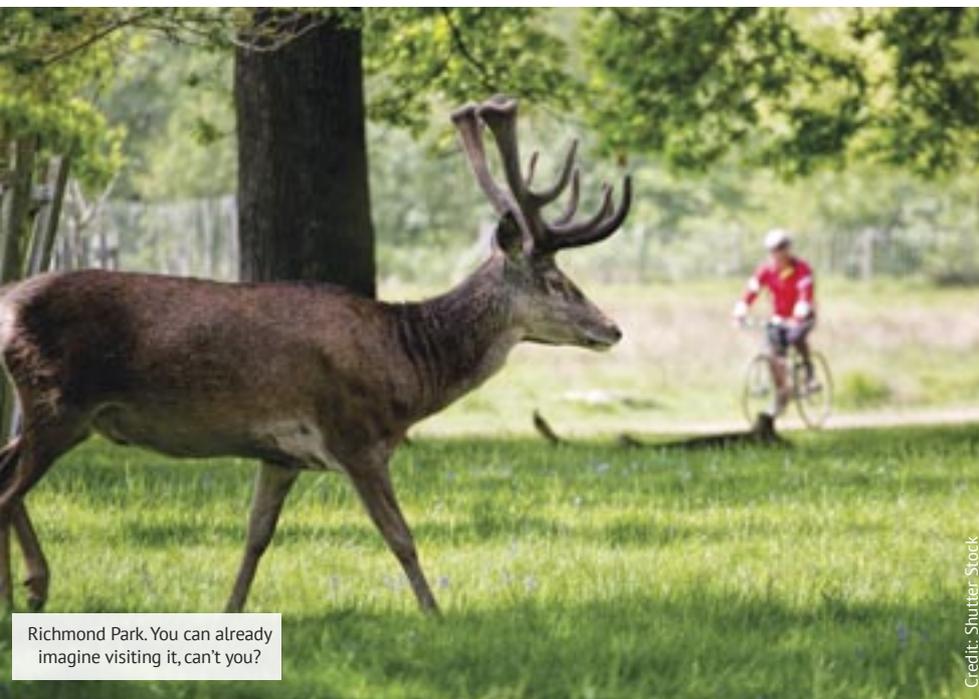
### WHAT ARE THEIR EXPECTATIONS?

They are proactive and like playing a part in what will be the IÉSEG Network of the future. They all understand the importance of the network in its broadest sense for their working lives and understand that the services offered by IÉSEG Network go far beyond employment and internship opportunities. They allow you, among other things, to find out about the challenges involved in working in different sectors and professions so you can make your choice with your eyes open. A recurring demand among students is for the development of digital alumni groups based on masters students, year groups or for those who belong to the same associations.

### THE NETWORK IS CELEBRATING ITS 50<sup>TH</sup> BIRTHDAY. WHAT WOULD YOU WISH IT FOR THE NEXT 50 YEARS?

Lots of encounters and exciting discussions to perpetuate the special spirit of our School and its wonderful values. For my part, I will of course remain in contact with the Network and its graduates through the various clubs and events it organises. Long live the Association ?

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Richmond Park. You can already imagine visiting it, can't you?

Credit: Shutterstock

# AURÉLIE WATTEBLED

## REMEMBER WHERE WE CAME FROM

In 2022, it will be 20 years since **Aurélie Aubert Wattebled** (Grande École 2007) joined the IÉSEG family. A short time in the grand scheme of things, but a crucial period for the School and its Network. So much has happened in a generation: the opening of a second campus, the curriculum becoming more international, IÉSEG Network moving onto a professional footing and much more besides. We take a look back at the significant events she has witnessed... and at Aurelie herself!



Credit: Aurélie Wattebled and IÉSEG

### DETERMINATION AND PRAGMATISM

Originally from Grenoble, Aurélie moved North for IÉSEG and has never left! In her first year, she met Alexis, who she married a few years later. After graduating in 2007, she joined an insurance firm and then became a sales network coordinator for an insurance company in Lyon.

2012 marked a turning point in her career when she joined Proteram as Director of Financial Affairs. Founded in 2007 by Alexis, the company designs, develops and carries out development projects, creates living spaces and markets ready-to-build plots of land, in partnership with communities.

Launching projects, developing, organising and structuring is what drives and fascinates Aurélie! This is undoubtedly what motivated her to join the Network after her degree and to help put it on a professional footing. It's a time she has fond memories of and which taught her that with enough determination and pragmatism, anything is possible...



### SEPTEMBER 2002

When I first started at IÉSEG, I was in a year group of 200 students. This was a record at the time because the previous year, there were only half as many. The School only had a campus in Lille, there was only one building, there were hardly any foreign students and classes were all taught in French. This was also before the advent of social media and my first group homework projects were saved on floppy disc! That same year, work began on the construction of B block. It seems so long ago and yet at the same time just like yesterday...

### 2002/2007

Over the next five years, the School continued to grow, in terms of physical size, in numbers of students and in ambition. It achieved its first international accreditation, developed partnerships around the world and began to welcome English-speaking classes. The speed and method of information transmission and communication were evolving just as quickly. We were on the cusp of a series of revolutions...

### JUNE 2007

I finished my graduation internship, a milestone that marked the end of my studies at IÉSEG and of five unforgettable years during which



I learned so much. When I graduated, the Paris campus had not yet been built, but it was in the pipeline. In just five years, the School had changed so much: it had risen in the rankings, become far more international and there were now more than 300 students in a year. When I left IÉSEG, I only knew the Network by name, I didn't know what it had to offer apart from the print version of the alumni directory. The website had barely been launched.

### SEPTEMBER 2007

I was hired on a permanent contract by the company that hosted me in my end-of-studies internship. I lived in rue Colbert, a stone's throw from the School, and I was interested in the association, how it worked and its projects. It was made up entirely of volunteers and had few resources. How could it better publicise itself? How could it increase its budget? What services could be offered to attract alumni and make them want to become part of it? There were so many challenges that made me want to get involved in the life of the Network and join its team of volunteers.



### APRIL 2008

During the first months, I took my place alongside the other members. Everyone came from a different background, bringing their ideas but also their dreams. It was fascinating because we were almost starting with a blank sheet: everything had to be set up, structured and invented. This led to many sometimes lively discussions and debates about ideas, but all the participants shared the common desire to make the Association into something bigger.

### SEPTEMBER 2008

One of our projects focused on membership fees, which were essential for the life and development of the association. At that time there was an annual payment, but we believed this needed to change. After regular discussions with the School and our president (**Laurent Ovion - see p.6**) we decided to set up the lifetime membership. Students and alumni thus became members for life and the Network could be structured accordingly. It was very straightforward to operate and gave us a budget to match our ambitions. We were truly at a pivotal moment in our history: putting the Association on a professional footing. We hired our first employee, **Claude Baco (see p.7)**, who was quickly joined by **Laëtitia Dugrain-Noël (see p.14)**.



## MAY 2009

Our working group decided the areas in which services would be offered to alumni based on the major themes that still exist today: training and careers, website, student relations (especially through business conferences) and events. The foundations were laid. I was convinced at the time (and I still am) that if we wanted to attract members, some of our work should be aimed at the continuation of student life which naturally involves fun events! The Network should of course have a professional vocation, but also offer informal get togethers. This would be one of the key factors in its success.

## SEPTEMBER 2009

We put our ideas into practice and organised our first events: wine and beer evenings and poker tournaments that went on late into the night. They took place in the School itself (in A022), the atmosphere was good-natured, discussion was relaxed, the plan worked. At the same time, we launched our first afterwork parties, a fashionable format at the time, which have since become popular events for our Network. We also began to develop the international aspect with our first branches abroad. Since our graduates were spread across the globe, it was

up to us to reach them! Volunteers *in situ* lent a hand and we were proud to organise our first afterwork party in Barcelona and a champagne tasting in Brussels...

## SEPTEMBER 2010

It was a real pleasure to see the Network growing: we were developing our website, our range of services was expanding, as was the quality of our communications. Looking back, I realise that we were taking part in the creation of a veritable start-up! With a new offer, a new way of working and new ambitions, it was time to change our name and replace "AAIÉSEG". The task turned out to be more complicated than it looked! There was no shortage of ideas, but we needed to make a decision. After some lively discussion, we were finally agreed and voted for IÉSEG Network!

## JANUARY 2011

A few months earlier, I'd moved to Croix. I continued to do as much as I could for the Association, but I had less and less time for it. In the end, with regret, I had to pass on the baton, but I was so proud of what had been accomplished in a few years. What I remember most from this time was a real desire to build, to move forward together, for the School and for its



alumni, to create a real community. More than ever before, the Network is an extension of the five years of study that make such an impression on us, on our careers, our families and our friendships.

## AND TODAY...

I am married to someone who studied at IÉSEG and we have three children. My husband plays football once a week with a group of graduates from at least 10 different year groups. Today we have several groups of IÉSEG friends, some of whom weren't even students at the same time as us! This is also what we mean by the IÉSEG community: feeling proud

of your School, talking about it and finding yourself involved in things related to it and that stem from it. Finally, here's a little anecdote: last summer, I went on a hike in the Vanoise glaciers. In the mountain refuge, we met people from all walks of life and of all ages. Among them, sitting opposite me at the table was an IÉSEG student, at 2000m altitude! An unlikely meeting which illustrates the power of the Network. All alumni have already experienced this kind of moment and there is no doubt that there will be many more...

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## EVERYTHING HAS CHANGED... WELL ALMOST EVERYTHING

There's an old adage that says: "To know where you are going, you need to remember where you came from" and I totally agree with this. When the Network began to hire its first employees, they were based in a very small glass office on the ground floor of building A... a few metres from the toilets. I can still hear the sound of the hand dryer! The atmosphere reminded us of the starting point of great entrepreneurial ventures in the garages of Silicon Valley. Back then, if we had had to take the cover photo for this issue, we would have made the cake ourselves and taken a selfie. Ten years later, the new offices of IÉSEG Network are a visual reminder of its development and its ambitions! Everything has changed since then. Actually, perhaps not everything... certainly not the passion and pride of its teams, volunteers and members!

# LAËTITIA DUGRAIN-NOËL

## IT'S MORE THAN A NETWORK, IT'S A STATE OF MIND

Laëtitia Dugrain-Noël (Grande École 2008) will never forget her first job when she joined the Network in 2009: it was to organise the first ever annual party down to the last detail - with only three weeks to do it! Laëtitia, who is now Director of IÉSEG Network, had to use all her ingenuity, resourcefulness and team-working skills to pull it off. These were qualities she learned when she was a student at IÉSEG and she is now putting them at the service of the 11,600 alumni in 115 countries.

### WHAT DID IÉSEG NETWORK LOOK LIKE WHEN YOU JOINED IT IN 2009 AND WHAT WERE YOUR FIRST PROJECTS?

There were 2,700 alumni and only one employee (Claude Baco - see interview p.7). We quickly set up committees, with the help of volunteers, to launch the first international clubs, career workshops and business conferences for students. We also organised more afterwork parties (see interview with Aurélie Wattebled p.12).

### TELL US ABOUT SOME OF THE IMPORTANT MOMENTS IN THE NETWORK'S HISTORY.

Let's start with our first directory, initiated by Edouard Derreumaux (president from 1991 to 1994). It was edited every two years until 2016 when we switched to a 100% digital format. Next, the introduction of the lifelong membership fee which made it possible to restructure the Association and put it on a professional footing (see interview with Laurent Ovion p.8 and Jean-Philippe Ammeux p.17), and also the launch of the international clubs in 2009/2010, with the first ones in London, Brussels and Luxembourg. During the same period, we organised our first annual #IESEGAlumni-Forever evening. These events used to take place on the Lille campus and then, from 2013, we moved them to Paris with an evening cruise aboard a barge. Finally,

« THE NETWORK'S VALUE COMES FROM THE DIVERSITY OF ITS MEMBERS AND THE MANY OPPORTUNITIES FOR DISCUSSION THIS ALLOWS ».

there was a significant moment in 2014 when we brought our career services in-house.

### NOWADAYS, WHAT ROLE DOES AN ASSOCIATION LIKE IÉSEG NETWORK PLAY FOR ALUMNI?

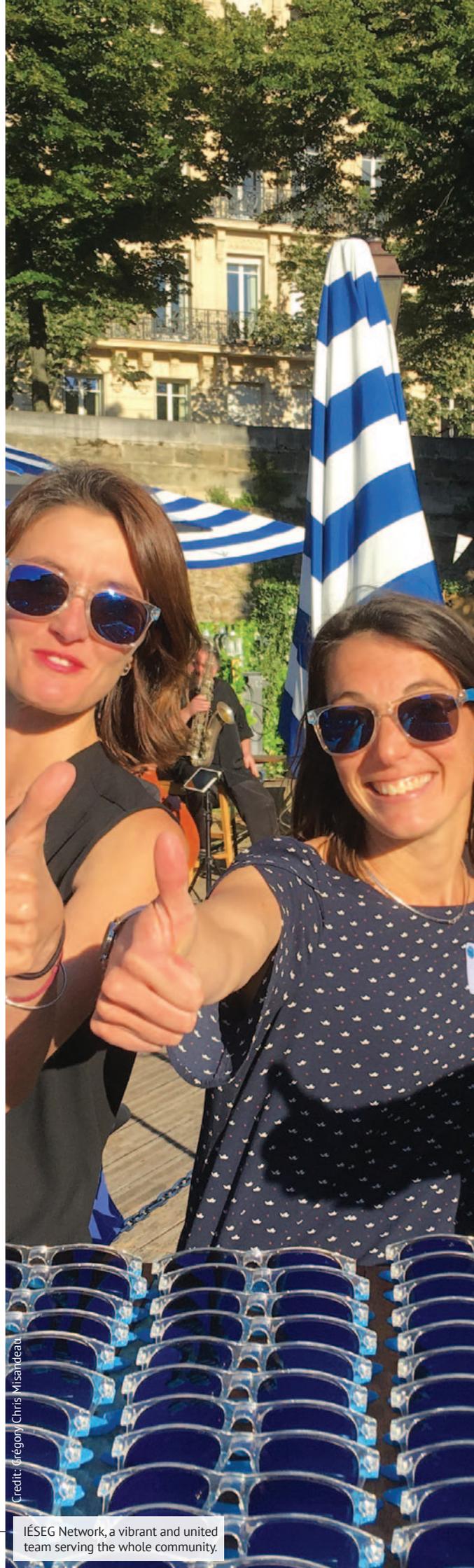
It plays several roles: helping them to keep a connection with the School, develop their professional and social networks and lending support in shaping their careers... The Network's value comes, more than anything, from the diversity of its members and the many opportunities for discussion this allows.

### TO WHAT EXTENT DOES THE NETWORK SUPPORT THE PROMOTION OF IÉSEG AND VICE VERSA?

Basically, it is the alumni who add the value to our degrees: they are the School's greatest ambassadors and help spread its influence within companies, both in France and abroad. IÉSEG Network also has a role for the students: many of our alumni come back to the campuses to share their experiences. This might take the form of participating in "corporate events", a lesson, a "case study" or as part of a "Professional Advisory Board", giving their opinion to help develop the programs.

### YOU LEAD A TEAM OF FOUR EMPLOYEES. WHAT ARE THEIR ROLES?

Elizabeth is head of the careers centre and supports alumni with individual coaching or group sessions throughout their careers. Irène and Annalisa are Alumni Projects Officers in Lille and Paris respectively.



Credit: Grégory Chris Vissandreau

IÉSEG Network, a vibrant and united team serving the whole community.



Credit: Grégory Chris Misandeau



Laëtitia is all smiles at the annual party in 2017.

Irène deals with communications, networking events in Lille and international clubs, etc. Annalisa manages the running of our social networks, events in Paris, professional clubs and subjects common to everyone like mentoring. **Virginie** is the team assistant: she mainly takes care of updating the database and IÉSEG Network platform, and assists the team with administrative jobs.

#### ONE OF THE CHALLENGES FOR IÉSEG NETWORK HAS BEEN TO KEEP ITS ORIGINAL SPIRIT ALIVE AS IT CONTINUES TO GROW. HOW DO YOU DO THAT?

It's true that since I left the School in 2008 a lot has changed. When I was a student there were fewer than 200 of us in each year group, everyone knew each other at least by sight, and there was only one campus. In 2021, there are 1,000 students per year for the Grande École Program alone, 11,600 graduates when you include all the other courses, and despite everything, it's clear that all of them share the same mindset: they have integrity, a sense of responsibility and ambition while still remaining grounded. I think this can be explained by the way our students are recruited: it really is a virtuous circle - our alumni conduct the interviews and ensure that candidates fit the IÉSEG profile. These values are then instilled into students by the educational teams and the School management during their five years of study. And so it goes on...



#### Career path

Laëtitia Dugrain-Noël graduated in 2008 and joined a real estate group to work on its communications. A year and a half later, she joined our Network, which was looking for a coordinator to support the executive director (Claude Baco) and help structure the Association's services. Today, as Director of IÉSEG Network, she manages the Network in the broadest sense: managing the team, monitoring projects, social management, accounting, etc., as well as projects such as IÉS! magazine, the recent podcast "Change-maker Stories" (see p.19) and corporate events on the Lille campus.

#### THE COVID 19 CRISIS HAS CAUSED A LOT OF DISRUPTION. HOW HAVE YOU ADAPTED THE WAY YOU SUPPORT ALUMNI DURING THE PANDEMIC?

We are proud of having managed to keep all our services going: the careers section immediately went online at a time when people were calling into question their careers choices. There has also been a boom in webinars and these have become the essential way to meet up for our Network. With the networking aspect it took longer: like many people, we didn't expect the pandemic to go on for so long. At the start of 2021, we put some events online (the FFA aperitif, a tasting workshop with Wepicurien, etc.) and these were very successful. What I take from this experience is how flexible we have been able to be: this is the advantage of a small structure, decisions can be made quickly. It has also enabled us to reconnect with alumni who are based far from our campuses or from our international clubs. In the future, we will continue to focus some of what we do online.

#### THE NETWORK IS CELEBRATING ITS 50<sup>TH</sup> BIRTHDAY. WHAT DO YOU WISH FOR IT FOR THE NEXT 50 YEARS?

More discussion, networking and mutual help. This is the reason we will continue to build on what we offer in terms of launching professional clubs, international networking, etc. to meet the needs of alumni as the network continues to grow. I also hope for personal and professional fulfilment for all our alumni because they make up our Network. Their success is also ours and they should have no hesitation in asking for support; this is the whole point of everything we do, our *raison d'être*, our entire attitude...

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In accepting the role as president of IÉSEG Network, Vincent Cuvillier wanted to put the experience gained in a large international company to good use.

Credit: Grégory Chris Misandeau

## VINCENT CUVILLIER THE BEST IS YET TO COME...

When [Vincent Cuvillier](#) (Grande École 2007) agreed to become president of our Network he could never have envisioned his term of office would start at the same time as the COVID-19 epidemic. But nothing could faze someone who likes a challenge and who was determined to bring together talent around shared values: solidarity, ambition and sociability.



### Career path

**Vincent Cuvillier** graduated in 2007 and began his career at EY in Luxembourg as an auditor specialising in Private Equity funds. In 2008, he moved to Barcelona with his wife Emilie and joined Abertis, first as a financial analyst and then as head of M&A activities. Seven years later, he became CFO of SANEF before joining Cellnex Telecom in 2018. In 2020, he was appointed CEO of Cellnex in France... and President of IÉSEG Network!

### BEFORE YOU BECAME PRESIDENT, WHAT DID IÉSEG NETWORK MEAN TO YOU?

I've always had a great attachment to the School and its community. It's no exaggeration to say it's one big family as I met my wife Emilie (Chambaud - Grande École 2008) there and my brother-in-law and sister-in-law also went to IÉSEG! We share the same values and fond memories of our years of study. I had so many wonderful experiences there: I was co-president of BDS, I spent two years abroad and I made friendships that endure to this day. There wasn't a shadow of a doubt that I would stay in touch after I graduated: I taught case studies there, Emilie worked for two years at the Network (as Alumni Projects Officer from 2016 to 2018) and I attended events whenever possible. For alumni, the Network had - and still has - one vocation: to maintain a lifelong feeling of attachment to the IÉSEG brand.

### WHY DID YOU DECIDE TO INVEST FURTHER IN IÉSEG BY ACCEPTING THE PRESIDENCY OF THE NETWORK?

I felt it was my turn to give something back to the School and its community after all it had given me. I discussed my decision at length with Jean-Philippe Ammeux (see opposite) and Nicolas Messio, the previous President, and I felt incredibly proud that I was going to represent this ambitious and forward-looking Network. Personally, I also saw this job as a way to

carry on learning, face new challenges and continue to confront the issues of the world of work. In accepting the role, I wanted to use my experience in a large international company and be of service to as many people as possible, bringing people together in a context of growth.

### HOW WOULD YOU DEFINE IÉSEG NETWORK'S MISSION?

I see our role as a supporting one, representing, networking, creating and helping one another... all our work is focused on our alumni and the School. With the pandemic, the notion of network is more important than ever: the situation we are experiencing is a complex one for many alumni who are wondering what's happening with their careers. We must be there for every one of them, maintaining the connection, whether they are in France or on the other side of the world, developing the notion of solidarity and remaining united. Our entire approach is aimed at getting the following message across: we share common values and we can lean on one another, all generations together, to move forward in our projects, both professionally and personally.

### WHAT WERE YOUR PRIORITIES WHEN YOU STARTED YOUR TERM OF OFFICE?

I wanted to continue the work of Nicolas Messio who did a superb job for four years, but I arrived in an unprecedented

## JEAN-PHILIPPE AMMEUX A “WIN-WIN” RELATIONSHIP



Credit: IÉSEG

Our illustrious Dean Jean-Philippe Ammeux (Grande École 1978) has also been involved in developing the Network. And he's sure of one thing: everyone's a winner!

### WHAT DOES IÉSEG NETWORK MEAN TO YOU?

It's very much a strategic asset for the School. Since the introduction of the lifelong membership, students who join IÉSEG immediately become members of the Association. During their five years at the School, they become part of a tight-knit community, bond with one another and have an unforgettable experience on a campus that is open 24 hours a day, 365 days a year. IÉSEG Network then takes over to keep this closeness going between alumni of all ages around the world. They can take part in various events, benefit from tailor-made services and they don't hold back in getting involved in the life of the School that has given them so much. Our alumni thus become the finest ambassadors for our training and our values.

### IN WHAT WAYS DO THE SCHOOL AND THE NETWORK WORK TOGETHER?

The IÉSEG Network offices are next to the Corporate Relations Department at the School, so working together comes naturally! Every year we prepare the graduation ceremony to make it a seminal event that marks the start of a new adventure. With the Network, we grow up together, we help one another and we share the same ambitions. This is why we work together on branding in particular: the School grows in reputation, the brand continues to grow and our whole community (our teams, alumni, parents, etc.) contributes to spread its influence, in France and abroad. In addition, IÉSEG Network is a member of our Board of Directors and is consulted in all of our strategic decisions.

### THE NETWORK IS CELEBRATING ITS 50<sup>TH</sup> BIRTHDAY. WHAT DO YOU WISH FOR IT FOR THE NEXT 50 YEARS?

With now more than 1,500 graduates per year, we hope to have a community of 100,000 members in 50 years' time. The power of the Network will grow, but we should never think we've reached our limit. Let's always retain that attitude of challenging as an SME, while feeling proud and confident of our assets: we are now number one for training, for the quality of the teachers, for supporting our students (according to a student survey), and we are really ahead in soft-skills. The future is being built today ...

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## “THE NETWORK IS A REFLECTION OF THE ALUMNI: MODEST, BUT STILL AMBITIOUS. ONE THING I’M SURE OF: OUR ONLY LIMITS ARE THE ONES WE SET FOR OURSELVES!”

period: the COVID-19 epidemic. My priority has been to ensure that the Network continues its activities and role despite the restrictions that have followed one after another. We were used to meeting face-to-face at events, then that became impossible. We had to reinvent ourselves, rethink our way of working (see [interview with Laëtitia Dugrain-Noël p.14](#)), respond to the concerns of graduates. Our entire team sprang into action and worked tirelessly; I'd like to take this opportunity to thank them for the time they have put in.

### HOW DO YOU SEE THE ROLE OF OUR NETWORK WITH REGARDS TO THE SCHOOL?

Both share a deep conviction: the strength of the School lies in the strength of its Network. The role of the Network does not start at the graduation ceremony, but rather on the first day of the first term. We ensure we get this message across as early as possible. There are also many bridges between our two entities: many alumni come in to give lessons, take part in corporate events and explain our role. We also work hand in hand with the School staff, in particular the Corporate Relations Department. Sharing the same ambitions and the same values really helps us work together.

### WHAT ARE YOUR STRATEGIC PRIORITIES?

Nowadays we have to reach out to alumni of all ages, who have undertaken different programs and live all over the world. We can no longer be satisfied with an annual party that brings together a tiny part of our community. Our Network has reached a size that allows us to create sub-networks. Our clubs (professional,

international, year groups, etc.) fulfil this objective by allowing people to meet up and talk to one another based on a common link to the School. We “network”, we share our best practice on subjects that interest us, etc. We need to do even more of this by calling on ambassadors and speakers. The digitalisation of our services and our events has helped with this: one of the few positive effects of COVID is to have accelerated this process and made it possible to reach graduates that we had difficulty reaching before.

### WHAT’S SPECIAL ABOUT THE IÉSEG NETWORK COMMUNITY?

I would unhesitatingly say its mindset, based on its resourcefulness, autonomy and humility. But it's a humility that doesn't stymie ambition and I must stress this point: our only limits are those that we set for ourselves! When I look at how we have grown over the past ten years, whether it be academically, with our research or in terms of our influence, we should take note and be proud of what the School has become. In the future I hope to see one of our alumni running a CAC40 company or being a leading public figure. We will be standing shoulder to shoulder with IÉSEG to achieve this goal.

### THE NETWORK IS CELEBRATING ITS 50<sup>TH</sup> BIRTHDAY. WHAT DO YOU WISH FOR IT FOR THE NEXT 50 YEARS?

In the short term, I hope its members will be able to meet again soon, with the fewest possible restrictions. Then I would wish for it to continue its growth, its ambitious projects, its missions, and to continue helping shape the changemakers of the future. In 50 years, we will have a bigger, more united, more international Network, with more and more notable alumni who will be our best ambassadors.

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Pictured at the #IESEGAlumniForever party in 2017, Vincent with his wife Emilie, his brother-in-law and his sister-in-law, who are all IÉSEG alumni. We told you it was a big family!

Credit: Grégoire Chris Misandeau

## OUR GRADUATES ARE ON THE MOVE!

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



**MARIE DUPUY (GRANDE ÉCOLE 2010)** is the new Global Head of Learning Design and Content at Capgemini Group Learning / Capgemini University.



**COLINE GHEYSEN (GRANDE ÉCOLE 2017)** is IT E-Commerce Project Leader at Electro Dépot.



**MARIE LAFFINEUR SCHMID (GRANDE ÉCOLE 2013)** is Director of Strategic Projects at Klin.lu.



**JULIE LEPELIER BENARD (GRANDE ÉCOLE 2005)** is Change Consultant at Health Support Services (WA Health System) in Perth, Australia.



**CAMILLE DELAS (GRANDE ÉCOLE 2018)** is now Acquisition Specialist at Metron.



**COLINE PHILIPPON (GRANDE ÉCOLE 2015)** is the new Consultant at Procadres International - Management de Transition.



**VIANNEY KOUSSENS (GRANDE ÉCOLE 2011)** has been named Business Developer - Site Manager at Hiptown.



**HÉLÈNE URBANSKI (GRANDE ÉCOLE 2014)** is User Success Manager at Concilio.

## BIRTHS AND WEDDINGS

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

### BIRTHS

**Grande École 2006** – Faustine, daughter of **Aude Fleury-Chevrier** and **Cédric Chevrier**, born January 4, 2021.

**Grande École 2014** – Nino, son of **Marianne Fauquette** and **Baptiste Varraz**, born September 24, 2020.

**Grande École 2009** – Augustin, son of **Félicie Petit-Nivard**, born February 18, 2021.

**Grande École 2014** – Brune, daughter of **Carole Laroche-Joubert** and **François Carquillat**, born September 7, 2020.

**Grande École 2009/2010** – Manon, daughter of **Pierre Lebrun** and **Charlotte Singer**, born June 26, 2020.

**Grande École 2015** – Juliette, daughter of **Maxime Hébert** and **Manon Gerardy**, March 8, 2021.

**Grande École 2011** – Alix, daughter of **Marie-Julie Fayard** and **Thibaut Quetel**, born April 18, 2021.

**Grande École 2016** – Henri, son of **Eugénie Santo** and her companion **Pierre**, born October 9, 2020.

**Grande École 2012** – Jade, daughter of **Aurélie Guignard** and **Stanislas Lehman**, born March 21, 2021.

### WEDDINGS

**Grande École 2016/2017** – **Elise Floquet** and **François Dumont**, September 5, 2020.

**Grande École 2013** – Auguste, son of **Marie Laffineur Schmid** and **Hugo Schmid**, born September 29, 2020.

**Grande École 2017/2018** – **Sixtine Adam** and **Antoine Chancel**, August 27, 2021.

**Grande École 2013** – Léo, son of **Lise** and **Nicolas Maire**, born March 15, 2021.



Alix, daughter of Thibaut Quetel (Grande École 2011) and Marie-Julie Fayard.

## SOCIAL MEDIA: FOLLOW US!

To ensure you don't miss any IÉSEG Network news between two issues of IÉS! see our social media: LinkedIn, Facebook, Twitter and Instagram [@iesegnetwork](https://www.instagram.com/iesegnetwork)

## LISTEN WHENEVER YOU LIKE



In the last few years, podcasts have become an important medium in our daily lives. And there's good news: IÉSEG Network has teamed up with IÉSEG to launch its own!

"Changemaker stories" talks to people who are pushing the boundaries to make the world a better place whether they be experts, professionals, entrepreneurs, researchers, etc. With subjects as varied as social entrepreneurship, technological innovation or ecological transition, be inspired and become a changemaker yourself! Available on all podcast platforms in French and English: why not subscribe and catch up with episodes you've missed? Guillaume Fourdinier (Grande École 2015) & Thomas Bonduelle (Grande École 1999), Mélanie Mossard (Grande École 2017) and Edouard Pick (Grande École 2006) have already been featured. Who will be next?

@ Listen whenever you like on podcast apps

## THE IAF CLUB IS BACK IN ACTION!



Credit: Sarah Gillot

The resumption of IÉSEG Women's Club (IAF) has got off to a flying start thanks to the hard work of its two representatives: Sarah Lagarde-Gillot and Noémie Varlez (both Grande École 2017).

Open to everyone and a great place for friendly discussion or sharing ideas, the IAF Club wants to liberate the business world by breaking free from the notion of gender and also to create a supportive and committed network. It organises conferences on diversity and inspiring women, themed workshops, discussions on best practice to adopt in business and informal networking evenings - all great reasons to get involved. The April 22 round-table discussion on diversity issues in the workplace and the May 19 workshop to boost self-confidence both got an enthusiastic reception. Sarah and Noémie hope you'll join them for meetings in the future!

@ More information: [www.linkedin.com/groups/9052133](https://www.linkedin.com/groups/9052133)

## IÉSEG NETWORK DOUBLES THE STAKES



Credit: Fondation IÉSEG

This issue of IÉS! will have no doubt reminded you: charity has always been part of the DNA of our Association. And for its 50<sup>th</sup> birthday IÉSEG Network is going a step further.

How is it doing this? By linking up with the work of IÉSEG Foundation! Since it was set up in 2014, IÉSEG Foundation has helped as many people as possible gain access to high level education through scholarships and interest-free loans. It's a commitment to equal opportunities and diversity to which many of you contribute each year by making a donation. In an exceptional year, we're taking an exceptional approach: for each payment made, our Network will match the contribution (up to a limit of 20,000 euros). In France, your donation qualifies for a 66% tax reduction up to a limit of 20% of taxable income. Everyone can make a contribution - remember from small acorns mighty oaks grow. We're counting on you!

@ More information: [i.burietz@ieseg.fr](mailto:i.burietz@ieseg.fr) - <https://fondation.ieseg.fr>

## GETTING A TASTE FOR THE NETWORK



Credit: Romain Vesse Letoffe

Adaptability has been a key word in a year that's been unlike any other. The perfect illustration of this comes with a second special event, "50 years of the Network", entirely online.

Who would have thought that one day alumni would be able to take part in a wine tasting and sample local produce in their own homes while connecting to one another online? Yet, this is exactly what happened on March 30 with the help of Wepicurien! Founded by Romain Vesse Letoffe (Grande École 2017), the online wine merchant sent participants a gourmet box to open on D-Day. Inside was a bottle of wine and some high-quality food products, including a spread created by L'Aliment Survivant, the business set up by Louise Lobbens (Grande École 2017). The alumni then linked up online on March 30 to get some tips from chef Maxime Moïse (Institut Paul Bocuse), get stuck in, have chat, a laugh and drink a toast at a distance until such time as they can meet again in person...

@ More information: <https://wepicurien.com>

# Game Contest

IÉSEG NETWORK X IÉSEG ENTREPRENEURS



For its 50<sup>th</sup> birthday, IÉSEG Network organizes a scratch game, in partnership with several entrepreneurs. Try your luck and you will maybe have the chance to win an IÉSEG entrepreneur's product or a gift from IÉSEG Network.



Les Petits Prodiges



## conditions

Game aimed for alumni who have filled in their current address on IÉSEG Network's website and who lived in France and in neighbouring countries. Game rules available on the website [www.ieseg-network.com](http://www.ieseg-network.com).



You won? Get in touch with Annalisa La Monaca.



[a.lamonaca@ieseg.fr](mailto:a.lamonaca@ieseg.fr)



+33.1.55.91.98.01

You did not receive a winning ticket? You can still have your IÉSEG Network sticker.