

#11

IÉS!

IÉSEG NETWORK MAGAZINE



Laureen Esmangart, head
of culinary projects at Sublimeurs.

AN ABSOLUTE DELICIOUS ISSUE

AN ENTREPRENEUR SPEAKS

Sophie Motte
revives an historic
brewery with her family!

INTERNATIONAL

Alexis de Calonne
can't get enough
of Montreal

24H WITH

Alix de la Bastide
has a crunchy
message for you

IÉSEG FOUNDATION: DOUBLE YOUR DONATION!

Ever since it was set up, the IÉSEG Foundation has had one aim: to make our School accessible to as many people as possible, regardless of their social and cultural background.

You yourself can make a difference by making a donation. To celebrate its 50th birthday, IÉSEG Network is supporting your actions by matching the amount you donate to the Foundation! Remember: if you are a resident of France, you can get a tax reduction of 66% on the sum of your donation up to a limit of 20% of your taxable income. Don't leave it too long, the offer is valid until December 31, and every bit counts in shaping the "Change-makers" of tomorrow.

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MORE THAN JUST A CHANGE OF NAME

Sarah Gillot and Noémie Varlez (both Grande École 2017) who lead the IÉSEG au Féminin Club wanted to give the organisation new impetus by changing its name. It's a change that testifies not only to their dynamism, but also to their international ambition. Say hello to the IÉSEG Lead.her Club, open to everyone and whose aim is to liberate the professional world by reducing inequality and discrimination while creating a united and committed network. Conferences, workshops, discussions and networking evenings are organised throughout the year. Join the club!

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KEEP US TO DATE

Have you just got a new job? Have you moved or changed companies? Keep us informed by updating your profile on www.ieseg-network.com. Take a moment to update your communication preferences, areas of interest or how your contact details are displayed in the directory. This will allow us to offer you an experience tailored to your needs and wishes. Go to your profile, we'll take care of the rest!

@ More information: www.ieseg-network.com

A GREAT OPPORTUNITY

Do you want help to digitally transform your business, to take part in the developing new tech start-ups or to supplement your web skills? We have good news for you: each month, IÉSEG Network is inviting you to take part in three online modules with le Wagon. These are 25 to 30 hours sessions, in English, with free software, to follow at your own pace around your schedule. There are three different themes: "Developing your responsive website", "Going from Powerpoint to Prototype with UX/UI Design" and "Data Analysis: from Excel to Python". Which one will you choose?

@ More information: www.ieseg-network.com/events

ALEXIS DE CALONNE "FELL IN LOVE" WITH MONTREAL AND ITS REGION. COULD IT BE YOUR TURN NEXT?

More information p.08



Credit: Alexis de Calonne



Credit: Grégory Chris Misandeau

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AN ENTREPRENEUR SPEAKS

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INTERNATIONAL

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24H WITH

Alix de la Bastide. Yes, you can be a business owner and mother of two. The key word is organisation!

TAKING ACTION IN THE SEARCH OF MEANING

Not a day goes by without hearing it mentioned in the media, in conversation or from one of your friends: the concept of a "search for meaning" is of course not new, but the health crisis linked to COVID has brought it to the forefront. Successive lockdowns have given many people the chance to take stock of their aspirations. We have seen many alumni of all ages change careers - the perfect embodiment of "changemakers for a better society".

Some of them have chosen to leave the office for an entirely new venture in the crafts and manual trades. It is becoming more and more common to come across IÉSEG alumni who have taken a CAP cuisine diploma or who have moved into the "food" sector in the broader sense. You can read about some inspiring examples in the pages which follow and also in our Christmas catalogue which accompanies this issue. Why not think about supporting our plucky entrepreneurs by giving "Made by IÉSEG" gifts this Christmas!

The end of the year is approaching, and with it an opportunity to take stock of the last few months and celebrate our School's place in the rankings (see p.4), but also to prepare for the future. The Network is drawing up its roadmap for 2025 and is in collaborative mode: don't hesitate to share your suggestions for improving what we do and our services.

Enjoy the rest of the year and this issue!

Vincent Cuvillier - IÉSEG Network President
(Grande École 2007)

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FOCUS ON CAREERS

With his restaurant La Belle Étincelle, François-Loïc Rousselon is really making a difference!

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

IÉS! IÉSEG Network Magazine

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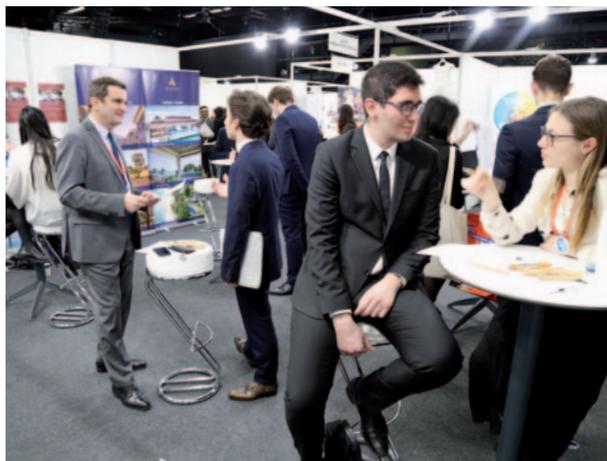
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Credit: Sublimeurs

Full of colour, the 11th issue of IÉS! will make your mouth water!

OUR GRADUATES BUCK THE TREND



Credit: IÉSEG

Good news: despite the pandemic, a high proportion of young IÉSEG graduates are finding jobs. Let's find out more.

Every year, the *Conférence des Grandes Écoles* carries out a survey of the jobs obtained by graduates to assess what value the labour market places on the training provided by the top French Management Schools. The results for 2021 were particularly eagerly awaited since they included what is now known as "the COVID Generation". The results for our School are particularly encouraging and reward the work everyone is doing every day: 93.2% of graduates found a job in less than four months (85.7% of them on permanent contracts) with an average annual gross salary of €39,751. These statistics are a reminder that the excellence of the IÉSEG diplomas, the close links forged with the business world and the power of the School's Network of more than 12,000 alumni are all assets when it comes to standing up to the crisis. This is a period during which the skills and soft-skills taught at IÉSEG, such as pragmatism, adaptability and an ability to work in a team are particularly sought after...

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A SCHOOL GETTING THE RECOGNITION IT DESERVES

For five years, the annual survey conducted by *L'Étudiant/L'Express* of the graduates of 37 business schools has rewarded IÉSEG for the quality of its teaching and support for its students! For the 2016-2020 period, the School is in second place for general satisfaction, and in first place for satisfaction with courses, teachers and supervision. IÉSEG is also in the top five for its international aspect, preparation for life at work and the quality of services offered to students, and in 13th place for its alumni Network. This position should improve as the number of the graduates grows (+ 1,200 per year) and the School's projects to meet, network and help one another other expand. Well done and thank you to those who contributed to these excellent results which bode well for the future...

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THEY'RE WELCOME!



Credit: IÉSEG

On September 14, the students of the MBA in Leadership and Coding were on campus to begin a brand new course...

Indeed, this was the very first intake for this new MBA, which allows students to improve their management skills but also their web development and coding skills. With an average age of 33, these true pioneers already have an average of eight years experience at work and will alternate between management courses at IÉSEG and web development at Le Wagon school. This dual skill will be especially useful to them in a business world that particularly values transversal skills. The new students from China, Bolivia, Algeria and the USA quickly acclimated to their new surroundings and their training. Here's hoping they flourish!

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READ USEFUL, READ FROM IÉSEG

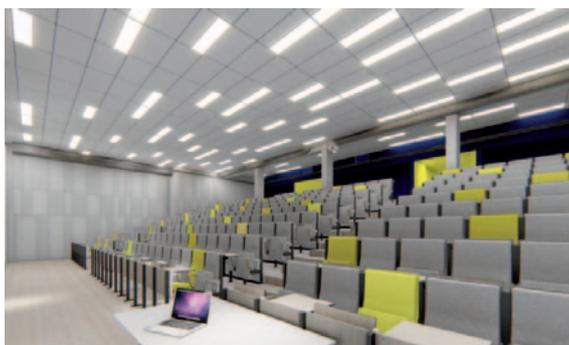


Credit: IÉSEG

Is there no end to our teachers' talents? Since last April, three of them have published reference books on themes that are both wide ranging and important...

Whether you are interested in finance, management or business transition, there is no doubt that these books will inspire you and increase your knowledge. First up, "*Transformer votre entreprise en alliant stratégie et humanisme – Osez la méthode Yellow Brick Road*", by Nicolas Hennon and Catherine Archembault, professor-researcher in strategy. Then, "*Les 12 travaux de l'analyste financier*", by financial analyst Julien Onillon, and professor of accounting and financial analysis Anne Jeny. Finally, "*La petite boîte à outils du management à distance*" by Sonia Levillain (Grande École 2003), professor in sustainable management and ethics. Available in all good bookstores!

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Credit: IÉSEG

A DEVELOPMENT TO SERVE EVERYONE

IÉSEG continues to expand its Lille campus with one aim in mind: the perpetual improvement of the student experience. Work continues with the recent acquisition of a building close to the existing site.

Putting the city and the region on the map

Located in the heart of the Vauban district, this 12,000 square metre building reinforces IÉSEG's historical presence in the Lille region. The work, which began last January, is expected to be completed in April 2023, with the target for students to be in there by September. "This project is a continuation of the Village IÉSEG project (see previous issues of IÉS!) and improves the quality of the School's infrastructure while contributing to its influence in the city and the region," said Director Jean-Philippe Ammeux.

A sustainable approach that favours biodiversity

The building will have five levels dedicated to classrooms, two lecture theatres, a cafeteria, a start-up incubator, rooms set aside for continuing education, but also modular spaces that can be adjusted according to needs, making it the perfect place for learning and exchanging ideas. The ecological aspect is also at the forefront since the project is part of a sustainable approach intended to encourage the development of urban biodiversity: the 973 square metres of terraces on the building will be a place for plants to grow and will host wild bee hives and birdhouses. The building will be connected to the district heating network. Roll on the opening in 2023!

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THE KINGS OF ELOQUENCE



Organised at the Collège des Bernardins in Paris on June 25, the final of the French parliamentary debating championship was won by...

... la Tribune Paris, the IÉSEG association! Eight months of competition featured 32 associations from the French Federation of Debate and Eloquence (FFDE) and a jury of experts (members of parliament, lawyers, etc.). Each round consisted of a parliamentary debate in teams of four where participants were split into a fictitious government and an opposition to discuss a topical issue. The IÉSEG team, made up of Cécile Desprez, Justine Saint-George, Nicolas Prévost and Leo Chung, who were finalists for the second year in a row, is the first business school association to win this championship. Congratulations to them!

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IÉSEG IN FIGURES - 2021/2022



Sometimes a few numbers are better than a long speech.
You can also see them in a video on the IÉSEG channel on YouTube.

7,000

French and international students.

175

permanent teaching.

81%

permanent international professors from 48 countries.

100%

of the permanent academic staff have a PhD/Doctorate.

323

partner universities in 76 countries around the world.

2,500

partner companies.

12,000

alumni, are part of IÉSEG Network.

2ND

French Management School in terms of graduates' general satisfaction (L'Étudiant-L'Express ranking, 2021).
See the other rankings in the blue box opposite (page 4).



Three generations of the same family to relaunch a 300-year-old brewery.

Credit: Maxime DuFour Photographies

SOPHIE MOTTE IT'S A FAMILY AFFAIR

In 1650, the **Brasserie Motte Cordonnier** was set up in the town of Armentières. Ten generations later, the descendants of its founder have taken on a crazy challenge: to relaunch the family business and take up where history left off. It's a venture that has brought together 15 members of the same tribe including **Sophie Motte** (Grande École 2019), giving the perfect illustration of the famous quote by Mark Twain: "They didn't know it was impossible, so they did it!"

YOU STARTED WORK WHILE AT THE SAME TIME EMBARKING ON A BUSINESS PROJECT WITH YOUR FAMILY. CAN YOU TELL US MORE?

We had been mulling over the idea of relaunching the brewery for several years, but the real trigger was the death of our grandfather, Bertrand Motte, who was the last manager of the brewery. There was no way we could say goodbye to 370 years of family history. At the time, I was doing a marketing internship in Brussels and then in Lyon, so it was difficult for me to get 100% involved in the venture, but I made sure I came home to take part in key events and decision-making. At the end of my internship with Blédina, I decided to continue working in the food industry by joining Traditional World Foods as a sector manager. What's unusual about this venture is that we are all either having a job or studying. Only Henry, the oldest cousin, is now working 100% on the project.

WHEN AND HOW DID YOU RELAUNCH THE BREWERY?

The starting point for its renaissance was in 2019 with the creation of the Brasseries Motte-Cordonnier company. There are 15 of us - all part of

"IN PARTICULAR, IÉSEG TAUGHT ME HOW TO MOVE FORWARD AS A TEAM, WHICH IS REALLY USEFUL WHEN WORKING AS A FAMILY!"

the same family and united by this wonderful project. Former employees, distributors, suppliers, and local history buffs have all been kind enough to help us gather information, take the right decisions and choose the right recipes.

WHAT IS YOUR ROLE IN THIS FAMILY BUSINESS?

I love customer relations, I attend all events whenever I can (markets, point of sale events and events like "Bières à Lille"). I also help my cousins with the social media side, I really like taking photographs. Each of us brings something to the project based on our studies and skills. There is no obligation or hierarchy, just a desire to have fun and get things done.

HOW DO YOU SEE THE FUTURE OF THE BREWERY?

The historic premises are not available for the moment. In the meantime, our production facilities are at the *Ruche d'Entreprises* in Armentières, which is allowing us to develop and structure our company. We want to reinvest in the historic building by 2023, it's the building which encapsulates the history of the project. For the moment, I am working on it alongside my other job, but who knows what the future holds?

IS YOUR IÉSEG TRAINING USEFUL TO YOU IN THIS VENTURE?

Working as a family is just like doing a big group project at IÉSEG! You have to know how to listen, respect different opinions and work with different personalities. What IÉSEG taught me was how to move forward as a team, to feel comfortable in relationships, to develop marketing and negotiation skills. It also helped me discover and love beers... in moderation, of course!

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<https://bieresmottecordonnier.fr>



With Talmond, Ashiaki wants to change the world... and your tea breaks!

Credit: Talmond

ASHIAKI WILSON-TEI GOING NUTS TO CHANGE THE WORLD

Over the past ten years, [Ashiaki Wilson-Tei](#) (MSc in International Business 2014) has come a long way: from the United States to Ghana via Lille, she has patiently built a career path that is as exciting as it is meaningful. As a Francophile and someone who is passionate about international business, IÉSEG provided her with more than just training: she formed friendships that endure to this day and found it gave her everything she needed to launch [Talmond](#), her brand of tropical almond milk.

WHAT WAS YOUR BACKGROUND BEFORE AND AFTER JOINING IÉSEG?

I studied at Davidson College in North Carolina in the United States where I majored in French, with a focus on international relations. I then taught for a year before moving to Lille for the MSc in International Business at IÉSEG! After graduating, I joined the "Ethics and Compliance" department at Airbus in Toulouse before returning to Ghana, the country where I was born...

WHAT WAS YOUR AMBITION WHEN YOU JOINED THE MSC IN INTERNATIONAL BUSINESS AT IÉSEG?

I wanted to join a program that would give me a better understanding of global trade. As a student of French, the choice of country made perfect sense. A teacher at Davidson College came from Lille and recommended IÉSEG and its programs to me. I looked into it and I particularly liked the fact that you could get onto this MIB program without necessarily having a background in business.

TALMOND : A DELICIOUS AND WHOLESOME DRINK

Talmond is the first company to produce tropical almond milk - a real alternative to dairy products rich in protein, made from a nut that is often overlooked. Talmond is also an exemplary product in terms of sustainable development since tropical almonds hardly require water to grow and are grown locally, without any pesticides. The Ashiaki's business creates long-term jobs and has transformed communities in Ghana. And soon the rest of the world, perhaps.

@ www.talmondfoods.com

WHAT DO YOU REMEMBER FROM YOUR TIME THERE?

I was lucky to be in the best year class you could dream of. We were a very diverse group, a real melting pot! Everyone brought their own culture, their experiences, their perspectives. We had some unforgettable times, whether on campus or outside, and became like a little family. We would discuss everything, we would go out together and study together: this created an unbreakable bond of friendship. And I should also mention our teachers, all passionate about their subjects, but who never took themselves too seriously!

DID THE MIB HELP YOU TO LAUNCH YOUR OWN BUSINESS?

Absolutely! It allowed me to acquire an all-round vision of business, but also the self-confidence necessary to launch the Talmond venture, especially in Ghana where it is unusual to sub-contract: you have to be all over everything, from researching raw materials, production, through to the financial aspects and customer satisfaction. This comprehensive understanding doesn't stop you from making mistakes, but it's certainly a great starting point and saves you a lot of time...

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While waiting to return to France in a few years time, Alexis, his wife (Grande École 2014) and their four children continue to enjoy the many attractions of Montreal.

Credit: Alexis de Calonne

ALEXIS DE CALONNE RAISING A GLASS TO MONTREAL!

Did you know that the French community in Canada has more than doubled over the past 15 years? And that's no coincidence when you look at **Alexis de Calonne** (Grande École 2002), Managing Director of Moët Hennessy (the wine and spirits branch of the LVMH Group) in Canada. Read about his career and his advice for a successful posting abroad.



Career path

Alexis has spent his entire career at Moët Hennessy: as Sales Manager in Scotland, Sales Manager for a team in charge of the Cafés, Hotels, Restaurants sector in London, Key Account Manager for three large supermarkets in France, Sales Director in the United Kingdom and Managing Director in Canada since 2017. Almost 18 years sharing his knowledge and passion working for brands which share the same values: elegance, epicureanism, integrity and spirit of conquest.

AS SOMEONE WHO HAS SPENT THEIR ENTIRE CAREER WORKING FOR THE SAME GROUP, YOU ARE SOMETHING OF AN ENDANGERED SPECIES. HOW DO YOU EXPLAIN YOUR LONGEVITY?

I have been working for Moët Hennessy for almost 18 years, taking the opportunities and challenges that have been offered to me. The company has given me the means to achieve my ambitions. I am passionate about the luxury industry and the world of wines and spirits, I meet interesting people every day and I have been able to travel the world. It's difficult to get bored! Since 2017, I have been Managing Director, responsible for developing the Moët Hennessy brand portfolio in Canada (Veuve Clicquot champagne, Hennessy cognac, Glenmorangie Scotch whisky, etc.). In particular, I take care of implementing our distributor's annual business plan (financial objectives, marketing planning, pricing, etc.), managing our various services (finance, logistics, marketing and public relations, with around 20 employees) and I am the main ambassador for our brands.

WHY DID YOU CHOOSE CANADA?

In 2017, the Group offered me the opportunity to go to Montreal and I accepted. I had a great image of the city and I was used to English-speaking culture through my previous postings within the Group. We arrived as a family in the middle of January, the temperature was minus 25°C and we quickly fell

in love with this country with its extreme climate. As with all expat postings, we had to get acclimatised, but we quickly found our feet. During the first few months here, what impressed me the most was the variety of landscapes: from the Rockies in Western Canada to Vancouver to Banff, Jasper and Whistler - every trip was totally different.

WHAT'S SPECIAL ABOUT THE WORLD OF WORK AND MANAGEMENT IN CANADA?

Overall, the Canadian mentality is very similar to that of the North Americans: pragmatic and go-getting. Although they speak French in Montreal, you should never forget that Quebec is not France! You have to be careful not to go too fast or forget the human aspect, otherwise you will be seen as an "arrogant Frenchman who knows everything". For my part, coming from my previous position in England, the adjustment was quick and did not pose any particular problems. To summarise the difference between our two cultures, in France, we prefer to think long and hard before getting started and have a lot of meetings. In Canada, you act first: if you realise you have made a mistake, you change the approach and continue to move forward. In the end, the result is often the same but the method differs. I think you will have no trouble guessing which one I prefer...

“ONE OF THE KEYS TO A SUCCESSFUL FOREIGN POSTING IN MONTREAL IS HUMILITY AND PATIENCE. EMBRACE THE WAY OF LIFE IT OFFERS YOU...”

WHAT MAKES MONTREAL STAND OUT?

Montreal may be the capital of a Canadian province, with 1.78 million inhabitants, but it feels like a village! Everything is on a manageable scale, the atmosphere is relaxed and the hospitality from the locals truly incomparable. It's no coincidence that so many expats fall in love with it. You're 30 minutes from the lakes and the mountains and Montreal has all kinds of different activities in winter and summer: each season literally changes your relationship with the city. Winters are harsh (with temperatures falling to as low as minus 30°C) but you just need the right equipment, and summers are hot with four months of sunshine. My favourite month is October with its breathtaking colours.

WHAT ARE YOUR FAVOURITE PLACES IN MONTREAL AND WHAT DO YOU LIKE TO DO THERE IN YOUR SPARE TIME?

I really love the Bell Centre, the famous ice hockey stadium which also hosts concerts and other events. I would also recommend the Auberge St-Gabriel, the oldest inn in North America, which has an excellent menu. When the weather permits, you can go cross-country skiing on Mont Royal, a small mountain in the middle of the city. Personally, I like to spend my spare time renting a chalet with friends, playing sports (tennis, golf, skiing, cycling) and enjoying the many activities offered by the city. It's impossible to be bored here!

MANY FRENCH PEOPLE ARE TEMPTED BY A FOREIGN POSTING TO MONTREAL. WHAT'S YOUR ADVICE?

I really recommend Montreal, but regardless of the destination, a foreign posting must be planned with care. Immigration services are particularly strict here and a good option is to apply for a Working Holiday Visa, even before you have found a job. Also be careful not to idealise Canada. It is truly a little paradise, provided you take into account that Quebec is not France and that Quebecers are not French. Don't try to compare the system with the one you know, whether it is health, education or politics. Ease yourself in gently and with humility, and accept the way of life this new adventure offers you. That way you will avoid any difficulties. If you want to stay, you can apply for permanent residency in Canada. I advise you to start the process in your second year: it takes a long time and involves a lot of administration.

ARE YOU PLANNING TO RETURN TO FRANCE?

Yes! My wife, who also went to IÉSEG, is French, we have four children, the eldest of whom is 13 and we plan to return when she is in high school. I will make sure I find a job that allows me to continue traveling the world. We know that going back won't be easy since we have always lived abroad and our children have a biased view of France (which for them is synonymous with holidays). We strive to keep a very strong link with the country (through family and friends) to make this next stage of our life easier. We will see what opportunities arise for us...

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LUCIE PASSEL PASSION AND PURPOSE



Credit: Lucie Passel

While she was doing an end-of-degree work placement at a two-star Michelin restaurant in Monaco, Lucie Passel (Grande École 2012) discovered a passion for a sector known for being very demanding. It was a passion that led to her taking the helm of a Relais & Châteaux restaurant in Montreal...

HOW DID YOUR CAREER BEGIN?

I was employed straight away by a restaurant in Monaco and it was there I learned the various skills required to run an establishment. I then wanted to work abroad to discover a new culture and a different style of management. I managed to get a Working Holiday Visa and joined a gourmet restaurant in Montreal.

HOW HAS YOUR CAREER DEVELOPED DURING THE FOUR YEARS SPENT AT THIS RELAIS & CHÂTEAUX?

I joined the restaurant as Head Waiter. A year later, I was offered the position of Front of House Manager which gave me the opportunity to manage a team of 20 people. A few months later, we moved to open a new restaurant. I was appointed Director of Establishment, heading a team of 80 employees, with an operational, administrative and strategic role.

WHAT DID YOU LEARN FROM THIS EXPERIENCE?

It's not easy to get on in this industry, especially as a woman who did not go to a culinary or hospitality school. It takes determination and dedication to be accepted. This experience taught me a lot in terms of management, administration, etc. and I was able to use my IÉSEG training to achieve my goals. IÉSEG teaches you to work as a team, but also to be adaptable, keep an open mind and to have the determination to see a job through. I particularly liked the English-speaking management style: it doesn't try to put people into a box and it cares more about what you want to do and your skills than your diplomas. It enables you to meet people from different worlds who bring a new enthusiasm and help you to grow.

YOU RETURNED TO FRANCE LAST JULY. WHAT PLANS DO YOU HAVE?

After four years in Montreal, I felt the need to get back to my roots and take on new challenges. This new step feels like another foreign posting! I want to continue learning by working in different roles in this sector with the ultimate goal of setting up my own business...

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For 18 years, Alexis has had a fascinating career meeting interesting people and sharing knowledge at Moët Hennessy.

Credit: Moët Hennessy

ALIX DE LA BASTIDE

DO YOU WANT TO LEAVE A MESSAGE?

How about getting your message across with a delicious personalised cookie? This is the brilliant idea developed by **Alix de la Bastide** (Grande École 2008) and her childhood friend Coline with their company **Le French Biscuit**. It was a successful change of career for the mother of two children who now runs a delicious SME - with added crunch. We spent 24 hectic hours with her... an article you'll consume in a single bite!

Credit: Alix de la Bastide and Le French Biscuit



A DELICIOUS CHANGE OF DIRECTION

Alix graduated in 2008 and began her career in events management, first in private concierge services and then in private banking, before joining the marketing department in charge of listed companies at Euronext.

2016 marked a new start, as an entrepreneur. After a few months of research and reflection, she started Le French Biscuit, with Coline, a childhood friend. It is a high-class food project focused on a flagship product: biscuits with personalised messages made from premium ingredients.

Five years after its launch, the company employs five people. It's come a long way since creating its first recipes in a shared lab! The concept has already won over thousands of biscuit-lovers including individuals, businesses and delicatessens. Le French Biscuit products can be found online or directly at the point of sale attached to the laboratory. Why not call Alix and Coline for your events and end-of-year gifts!

www.lefrenchbiscuit.fr



6.45AM

If it were up to me, my day would start at 7am, but my daughters, who are five and two, often have different ideas. We eat breakfast as a family, it's the moment of calm before the storm. Then I drop my elder daughter at school and get on my bike, heading to Le French Biscuit production laboratory. The 20-minute journey gives me a chance to clear my head before arriving at the office and being inundated with information and decisions to make.

8.45AM

In the morning, I mainly take care of logistics and the production side of things. I check the quality of what's been made in the laboratory, I take stock of the orders that have come in since the previous day and I brief the teams on the day's production. Everything is homemade, so quality and freshness are at the heart of our business. Finally, I take over the shipment of our products to individuals and businesses because we have chosen to do everything in-house.

10.30AM

I take the time to reply to all requests for quotes from individuals (weddings,



baptisms, etc.), but also from companies who call on us to make their end-of-year festive gifts. If it's a simply query, I respond quickly by email. If I need more clarification, I pick up the phone to speak to the customer. The better we understand their needs, the better we can respond to them, and it feels essential to me to maintain a direct link with our prospective customers.

12PM

I don't really have time for lunch. It might just as easily be at noon, at 1 pm or even 4 pm if I have 50 orders to prepare before the transport arrives. Either way, it's almost always a quick sandwich in front of the computer because I have one unmovable commitment: I have to be home at 6.15pm to pick up my daughters. The days are therefore condensed and it forces me to remain efficient and focused.

2PM

The afternoon is devoted to communication and business development: we meet with the team and discuss, for example, what needs to be done for Christmas, our campaigns or part-



nerships on social media. These are important subjects for a business like ours. We also draw up a business statement on prospective customers and our distribution networks.

4PM

I go back to the lab to check the day's manufacturing and to re-stock the raw materials. We work to tight deadlines and source things locally where possible. Our flour and our butter are produced locally. This means we can have a delivery the following day - it's a definite plus point.

6.15PM

Back home with my daughters, my second day begins. I spend two hours with them until bedtime. Then, if my husband is working, I open my computer to do a bit more work: that's the life of an entrepreneur! Finally, either I read a book or watch TV: I enjoy the true crime show "Faites Entrer l'Accusé" or travel shows. At 11 pm., it's time to go to sleep, ready for the next busy day...

@ More information
alix@lefrenchbiscuit.fr



Check out La Belle Étincelle at 59 Boulevard Pasteur, Paris.

Credit: Édouard Eloy

FRANÇOIS-LOÏC ROUSSELON

A NEW WAY OF LOOKING AT DISABILITY

Although 12 million French people have a disability, the question of how they can be integrated into the world of work is rarely discussed, or even flagged up. This was a situation that **François-Loïc Rousselon** (Grande École 2006) wanted to tackle head on by opening **La Belle Étincelle**, a new kind of restaurant that sets an example for others.



Career path

François-Loïc had always been involved in the voluntary sector, but spent the first part of his career in financial consulting, a sector he eventually grew tired of. A skills assessment raised various points, including a search for meaning, a desire to set up a business, to work as a team in connection with good food and the world of disability. Gradually, the idea for La Belle Étincelle began to take shape until its official opening in September 2020.

THE MAJORITY OF PEOPLE WORKING AT LA BELLE ÉTINCELLE HAVE A DISABILITY. WHAT OBSTACLES HAVE YOU HAD TO OVERCOME?

It has been an uphill struggle: we had to secure funding, find premises adapted to our requirements (single storey and with a large kitchen), then came the recruiting and training. COVID and the first lockdown delayed the opening, then the second lockdown forced us to close after just two months. We launched the project with the aim of offering people with disabilities a job in an ordinary environment (as opposed to a protected environment), with a real permanent contract in a real company, coming directly into contact with customers. We hope this concept will help change the perspective of the 20,000 customers who come to us every year and help them see disability in a different way.

HOW DO YOU PLAN TO GO ABOUT THAT?

By setting an example, because I am convinced that this is the way to change things, rather than by coercion. The law already imposes a quota of 6% of disabled workers in each company, but many organisations prefer to pay a contribution instead. It requires patience and people need to be educated because for a long time, the work done by people with disabilities has gone unseen, that is to say they have been on the sidelines and they are almost never in contact with the general public. We are proud to say that we now have 12 employees on permanent contracts: four catering professionals in management

and eight team members with cognitive and mental disabilities. They are the best ambassadors for our fight and our approach.

HOW DO YOU EXPLAIN THE RELUCTANCE OF PART OF THE BUSINESS WORLD IN THIS AREA?

The main obstacle, as is so often the case, is a mixture of ignorance and apprehension. They don't necessarily know where to start or how to go about it, but there is help and there are support structures. It takes time and energy, especially to adapt workstations, but the companies that get involved don't regret it. If La Belle Étincelle can show the general public that it's possible, we will have fulfilled our mission! Getting involved in a project like this is a real benefit for companies...

IN WHAT WAY?

Our employees are motivated, feel cared for, are undoubtedly more meticulous than average and are certainly the friendliest in Paris. For the business, this creates a virtuous circle: the atmosphere is more relaxed, there's an awareness of others, the management feels empowered and proud to make their contribution. We are a million miles from the ambiance of a traditional restaurant kitchen. Ultimately, the extra effort required is repaid in spades: the team brings new momentum, teeming with ideas and goodwill. There is everything to gain. We would be delighted to welcome you into the restaurant so you can see for yourself!

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

LAUREEN ESMANGART SHOWCASING THE GOOD TASTE OF THE HAUTS-DE-FRANCE

In recent years, more and more graduates have been leaving well-paid jobs to go into the restaurant business. [Laureen Esmangart](#) (Grande École 2013) is one of them and has found herself in a world that is exciting, but also very demanding. Now head of culinary projects at [Sublimeurs](#), she shares her vision for a sector that has experienced an unprecedented crisis and upheaval in recent months. For worse or for better?

WHAT IS YOUR FIRST MEMORY OF EATING WELL?

Growing up in Brittany, I was lucky to be surrounded by great produces, especially from the sea. My parents are real foodies and always prepared all their meals from scratch. I spent a lot of time in the kitchen with my grandmother, and there were also incredible Sunday lunches with all the family, wonderful times for sharing and indulgence. After that, I continued to enjoy eating well, but without any intention of making a career of it.

WHAT MADE YOU CHANGE YOUR MIND A FEW YEARS AFTER GRADUATING FROM IÉSEG?

After five years in the airline industry, I felt a need to do something practical, but also a desire to make an impact and be in direct contact with customers. I spent a few months wondering "What will people around me think if I change direction?". Fortunately, I was able to count on the total support of my loved ones and I went for it. I joined the Ferrières school of hospitality and gastronomy where I obtained my *CAP cuisine* diploma and then I spent two years getting experience in different establishments (for short stints in everything from two-star Michelin restaurants to delicatessens). In 2019, I returned to Lille after seven years away and discovered Sublimeurs whose concept I found very attractive. I contacted Alauda and Valentin, its founders. It was love

"THE RESTAURANT WORLD IS ABSOLUTELY NOTHING LIKE YOU SEE ON TV. PREPARE FOR DISAPPOINTMENT!"

at first sight when I saw the job! I joined them a few weeks later.

WHAT CAN YOU TELL US ABOUT SUBLIMEURS?

Its main aim is to let as many people as possible know about the expertise, chefs and producers of the region who all share the same values - authenticity, sharing, proximity and responsibility - and who are committed to meaningful cuisine. Today, Sublimeurs is a culinary consulting and communication agency, dedicated to eating well, with partners who support these values. We offer individual guidance in consulting, communication and creation, as well as training. The company brings together a collective of 150 businesses in responsible gastronomy from around Hauts-de-France that we want to let everyone know about. Our region does not have a high enough profile in France!

WHAT IS SPECIAL ABOUT THE FOOD SCENE IN HAUTS-DE-FRANCE?

We are lucky to be one of the finest agricultural regions in France with an infinite variety of expertise and chefs proud of their region, both traditional and modern. The key words are dynamism, friendliness and a sense of sharing, as well as innovation, but the general public is not sufficiently aware of this. We have to move away from the clichéd image of beer, mussels and chips and show off the variety and elegance of our region using the talent and inventiveness of our chefs. Another thing that makes our region special is its variety. Each area has its own culture and culinary approach: if you eat grey shrimp croquettes on the Opal Coast and then Picardy gateau in Compiègne, you could literally be in another country.



Credit: Sublimeurs

Sharing, warmth and home-made food are at the heart of events organised by Sublimeurs.



Credit: Sublimeurs



During the lockdowns, some consumers discovered what vegetables really taste like!

COVID HAS HIT YOUR INDUSTRY PARTICULARLY HARD. DESPITE EVERYTHING, HAS THIS CRISIS HAD ANY POSITIVE EFFECTS?

During the lockdowns, consumers were brought back to local shops or local producers and changed their habits. Some have even discovered what vegetables really taste like! Subsequently, many have gone back to their old habits, but we have managed to hold on to new followers of a more virtuous mode of consumption. As for restaurateurs, they got out of their comfort zone... and their kitchens! They have learned to adapt, innovate and sell differently, but also to better communicate their values and their vision. They have changed a lot thanks to this ordeal.

WHAT CHALLENGES WILL THEY FACE IN THE COMING MONTHS?

First and foremost, raising awareness of eating well from an early age. This involves schools and canteens, but also training young cooks. We need to do some groundwork to educate customers: eating strawberries in winter just doesn't make sense! Restaurant owners have a role to play in the CSR approach in the broadest sense, something which more and more citizens are aware of. They must avoid giving in to convenience and have a medium and long-term vision by offering high-quality cuisine that is accessible to as many people as possible.

WHAT CAN IÉSEG GRADUATES BRING TO THE SECTOR AND WHAT ARE THE PITFALLS TO AVOID WHEN GOING INTO THE INDUSTRY?

Graduates can bring an entrepreneurial, managerial and administrative outlook, but above all a vision. IÉSEG teaches us to be open to other cultures and other ways of working, which is a definite plus. More and more senior executives are attracted to a career change into the restaurant business, but beware: it's nothing like you see on TV shows. It's physically and psychologically demanding. Before giving up everything, I recommend doing a short placement of one or two days to open your eyes to the daily routine and reality of a restaurant. You also have to know why you are doing it: if you want to make a lot of money or have a quiet week, forget it! Cooking is first and foremost about loving people, fine products and working as a team.

WHAT DO YOU THINK MAKES A GOOD RESTAURANT?

The taste, the experience and the atmosphere. A place where you lose track of time, where you don't just come to eat but where you leave feeling like a different person thanks to what you have experienced or learned there. It should be an establishment which does its job while respecting its ecosystem, which values its products and knows how to pass on its values to others. Visit our site to discover some great addresses...

@ More information: www.sublimeurs.fr - laureenedb1@gmail.com



Career path

After graduating in 2013, Laureen began her career at Transavia (Air France Group). Five years after she started - at the time she was in charge of customer relations - she made a 180 degree turn and went to study at the Ferrières school of hospitality and gastronomy. She obtained her *CAP cuisine* diploma and spent the following two years in different establishments, from a two-star Michelin restaurant in Carcassonne to a delicatessen in Paris. Back in Lille in 2019, she joined Sublimeurs, a culinary consulting and communication agency that promotes good eating and socially and environmentally responsible establishments in Hauts-de-France.

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!



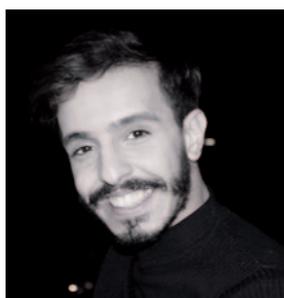
ALEXIA ZISSIS (MSC IN FASHION MANAGEMENT 2016) is the new Talent Acquisition & Development Manager at Estée Lauder.



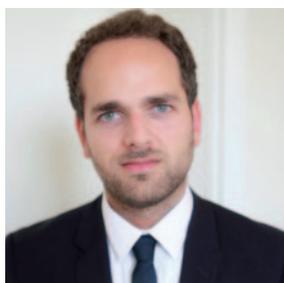
MARION FOURCADE (GRANDE ÉCOLE 2015) is Account Executive - Division Santé at Microsoft.



ANTOINE MATHOT (GRANDE ÉCOLE 2005) is a partner at Bien Commun Advisory.



MAROUANE FERTAT (GRANDE ÉCOLE 2019) is Corporate Communications Specialist at Mondeléz International.



SIMON HOUDUS (GRANDE ÉCOLE 2015) was appointed Group Internal Audit Manager at L'Oréal.



LAURINE BELLEBOIS AERTS (GRANDE ÉCOLE 2014) is responsible for Marketplace Operations at Decathlon France.



NINA MAJSTOROVIC (GRANDE ÉCOLE 2017) is the new Investment Specialist - Capital Markets Strategies at Tikehau Capital.



NICOLAS MESSIO (GRANDE ÉCOLE 2003) is now Director, Sales Strategy and Planning EMEA at Radisson Hotel Group.

BIRTHS AND WEDDINGS

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

Grande École 2002 – Victoria, daughter of **Gaëlle Barton** and Edouard Lavirotte, born May 3, 2021.

Grande École 2009 – Rémi, son of Lia Perrigo and **Laurent Stiévenard**, born January 5, 2021.

Grande École 2010 – Flavie, daughter of **Aurore Burietz-Barakat** and **Jad Barakat**, born May 21, 2021.

MIB 2012 – Lucas, son of **Özge Ziylan** and Etienne Gressier, born May 29, 2021.

Grande École 2012 – Arthus, son of **Anne-Gaëlle Courcoux**, and **Pierre-Edouard Brisou**, born May 12, 2021.

Grande École 2013 – Victor, son of **Julie Samson** and **Xavier Faucon**, born February 13, 2021.

Grande École 2016/2015 – Joséphine, daughter of **Léa**

Chazeau and **Guillaume Piat**, born July 3, 2021.

Grande École 2016 – Amelia, daughter of **Eve-Marine Loigerot** and Aurélien Bobin, born July 27, 2020.

WEDDINGS

Grande École 2013/2011 – Marion Souhaité and **Quentin Hoarau**, October 10, 2020.

Grande École 2014 – Emeline Legay and Jacques-Aymeric Dahiez, August 28, 2021.

Grande École 2015/2014 – Christelle Ory and **Charles Alzon**, June 5, 2021.

Grande École 2016/2015 – Léa Chazeau and **Guillaume Piat**, September 5, 2020.

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

Grande École 2018/2015 – Zoé Croccel and **Benjamin Toulemonde**, September 4, 2021.



Lucas, son of **Özge Ziylan** (MIB 2012) and Etienne Gressier, born May 29, 2021.

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)

A MONUMENTAL LAUNCH

Credit: Hiptown



The Lille Real Estate Club was launched with huge fanfare on July 1 when its representatives laid on a visit to the giant WENOV site for innovation and technology.

Participants were welcomed by Vianney Koussens (Grande École 2011), for a behind-the-scenes look at this new site, recently completed by Vinci Immobilier at Euratechnologies. The 16,000 square metre space is dedicated to digital knowledge and innovation and is most notably home to Hiptown, an innovative concept of flexible offices and co-working spaces. Co-founders Ludovic Célérier and Xavier Thomas, took the time to answer numerous questions, both about the site and about the Lille branch of the company, headed by Vianney. The meeting ended with drinks on the site's terrace. Why not think about using Hiptown for your business events?

@ More information: guillaumemotte92@gmail.com
<https://hiptown.com>

HYBRID? DID YOU SAY HYBRID?



From objects to cities, from uses to cultures, everything is becoming a hybrid. It's the same for trades and careers... We are all becoming centaurs!

To better understand this trend, IÉSEG Network organised a conference on the subject for its 50th birthday. The meeting attracted 115 curious people drawn in by its title: "Tomorrow, your career will be hybrid or... it won't exist! Hybridise yourself! Hybridise everything!". This is a reality that IÉSEG has been taking account of right from the get go: there's no point putting yourself in a box, the business world is made up of opportunities to be seized in areas that are sometimes a mixture of things, or even contradictory. This conference made it possible to ask questions on the subject and to study some particularly inspiring career paths. Watch it again on our media centre.

@ More information: e.toucas@ieseg.fr
https://ieseg-network.com/media_center

DELICIOUS REUNIONS



What a pleasure to be able to get together again after months of restrictions! And no-one would agree with that sentiment more than participants in the Networking events at the start of the new academic year...

To mark the occasion, IÉSEG Network put a huge effort into organising an evening in Lille on September 16 and a second two weeks later, in Paris. The host for these events was the Fédération Française de l'Aperitif, co-founded by Quentin Chapuis (Grande École 2010), where the watchwords were conversation, relaxation... and French terroir! The company offers a selection of products 100 percent dedicated to the aperitif that showcase artisanal savoir-faire: Ardèche sausages and cold meats, farm cheeses, organic wines, craft beers, pâtés, terrines and potted meats... there was something for all tastes and appetites! Nearly 80 alumni of all ages and from all backgrounds took part in these gourmet events.

@ More information: <https://www.ffaperitif.com>

MISSION ACCOMPLISHED

Credit: Anais Wampack



Whether it's supporting, inspiring, discussing or planning: the mentoring service offered by IÉSEG Network is attracting more and more students and alumni. Could you be next?

Just to give you a quick reminder, mentoring connects students and graduates with IÉSEG professionals based on various compatibility criteria. Fifth year student Maxime Plonquet, who is passionate about CSR, change management and the supply chain, got the benefit of valuable advice and experience from Nadège Delmotte (Grande École 1993), Executive Chairman of the Boulanger Foundation. Due to Covid, their meetings were all online, but the understanding and the relevance of the discussion remained undiminished! Nadège opened her network to Maxime, who found a consulting project combining CSR and logistics. Everyone benefits from this approach and it reminds us of one of the most important benefits of our Network: that when we give, we receive!

@ More information: a.lamonaca@ieseg.fr

LIDO
• DE PARIS •



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PLUS D'INFOS SUR WWW.IESEG-NETWORK.COM

CONTACT : IESEG-NETWORK@IESEG.FR