

## [PORTRAIT] Jeremy CHAROY (IÉSEG 2008) – A born entrepreneur

I joined IÉSEG in 2003 and graduated in 2008 with an Audit and Finance specialization. IÉSEG years were filled with opportunities such as: an international exchange at Concordia University (Canada), the launch of the “Club Inter” and an operational internship as financial controller for the Méridien Hotel in New Caledonia.

Then, I joined the Global Internship Program of KPMG Luxembourg: I worked with interesting clients (Shipping Company Cargolux, Apple ...) for 6 months at KPMG Luxembourg and for another 2 months at KPMG Santa Clara, USA.



I've then been hired by KPMG just before the 2008 financial crisis. There was a lot of IÉSEG Alumni in Luxembourg at this time. I first had a promotion to become “Senior Auditor” and then, I evolved internally in Consulting. After few months, I decided to leave KPMG to found my own company with a childhood friend. Over two years, I launched two startups, which unfortunately did not come to a successful conclusion. Because of these experiences, I was hesitant about what to do next: work again for a company or give another shot to entrepreneurship. I choose the last one and in 2012, we founded a third startup which is currently a success. LALALAB (formerly Polagram) is an application to print photos. Today, LALALAB hires 25 collaborators, represents millions of downloads and is the first printing photos' application in Europe. At the end of 2015, we sold the company to the Clairfontaine – Exacompta group. We are currently mandatary, president for my part and directors for my associates.

I stayed in touch with some good friends from IÉSEG, we see each other's quite often. Whenever a post falls vacant, we sent the job application at IÉSEG. IÉSEG Alumni are modest, resourceful, curious and skilled. I often think of what Jean-Philippe Ammeux used to say to us: “Manage the change”. As a student, I did not fully understand this turn of phrase. However, I have a better understanding of it now: IÉSEG are like swiss knives, they provide solutions for companies.

Some advices: realize an internship abroad, do an exchange year, join an association... If you wish to found your company, do it. Generally, the more you wait, the more it will “cost” you. You should read Richard Brandson's Biography, it was a trigger for me. If you are interested by the internet sector business, there are great opportunities...

Sometimes, we forgot about it, but IÉSEG Network exists. Do not hesitate to contact Alumni if you are looking for advice or if you have question: you, after all, have nothing to lose.