

#13

IÉS!

IESEG NETWORK MAGAZINE



ENTREPRENEUR SPEAKS

IESEG CONSEIL Lille,
just like a big company!

INTERNATIONAL

Pascal Ameye:
the great adventure

ANALYSIS

Caroline Roussel,
woman of challenges
and projects

THANK YOU, JEAN-PHILIPPE!

IT'S CHRISTMAS ALREADY

We know it's only June, but it's already time to start thinking about the next IÉSEG Network Christmas catalogue! Published in November, it promotes the products and services of entrepreneurs from the IÉSEG community under various categories: beauty, decoration, gastronomy, leisure, fashion, charity, etc. Last year, around 60 companies responded to the call. Why don't you? Don't miss this great opportunity and send your entries before July 15.

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A PROMISE KEPT!

In May 2021, the Covid pandemic forced the School and IÉSEG Network to celebrate the graduation of the Grande École Program classes of 2019 and 2020 online. But a promise was made: to organise an evening for everyone to meet and celebrate this new chapter in their lives as soon as conditions allowed. We are delighted to announce this is now happening and the graduates have a date at Bridge - Pont Alexandre III, on June 30 from 7:30 pm. The evening includes a cocktail dinner and an evening of dancing to celebrate their entry into the great family of alumni!

@ More information and subscription:
<https://ieseg-network.com/events/81475>

ALWAYS BY YOUR SIDE

Less well-known than the midlife crisis, the quarter-life crisis nevertheless affects a large number of young adults aged 25 to 35 who are beginning to question their future and searching for meaning in their careers. Elizabeth Toucas, Head of the Career Development Centre for IÉSEG Network and Executive Coach, has observed this phenomenon among our alumni who are seeking fulfilment, recognition and new challenges. How can this underlying trend be explained? What are the first signs? How can we support you in this delicate step? Elizabeth gives us some answers in an enlightening and informed article.

@ Read it now on:
www.ieseg.fr/en/news/quarter-life-crisis

SHARE YOUR GOOD NEWS

Good news is made to be shared... with as many people as possible! Is your family expanding? Are you getting married? Don't forget to send us your announcements! They will be published in our newsletter but also in the IÉS! magazine. Whether your personal stories started at the School or not, we are counting on you to send them in. As a bonus, you will receive a little surprise from IÉSEG Network!

@ Send us your good news:
Lnoel@ieseg.fr

THE IÉSEG GOLF CUP ON APRIL 29 IN MARCQ-EN-BAROEUL WAS GREAT FUN FOR THE PARTICIPANTS!

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ENTREPRENEUR SPEAKS

In almost 50 years, IÉSEG CONSEIL Lille has followed the same exponential growth as the School. Its vice-president Gaëlle Kergus tells us more.

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FLASH-BACK

Relive the early days of our Parisian campus as if you were there, through the memories of Audrey Tidas. She shares some anecdotes!

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INTERNATIONAL

The early 2000s marked a turning point for IÉSEG as it became more international. Pascal Ameye looks back on this great adventure.

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FOUR YEARS WITH

A classmate of Jean-Philippe Ammeux from 1974 to 1978, Philippe Vanhoye tells us the fascinating story of a little-known era.

IÉSEG, WHAT AN ADVENTURE!

As the head of IÉSEG since 1994, I have tried to build on and develop the particularly relevant training and research model initiated by my predecessors. I've been so fortunate to have been a student, teacher and then director at a pioneering School serving young people and society!

Why do I use the word pioneering? IÉSEG was the first School to offer a five-year Grande École Program in management in 1978, our research laboratory was certified by the CNRS in 1990 to train changemakers rather than followers, we chose English as our teaching language in the early 2000s. These are just a few of many examples...

Each of these developments has been achieved thanks to our passionate and dedicated teams, who have helped our wonderful School grow in stature while maintaining its versatility. The efforts have paid off since IÉSEG is now one of the finest institutions in the field of management and provides some of the most international training courses in the world...

And what about the future? The reform of our programs offers an interdisciplinary approach to help graduates meet the environmental, social and economic problems that lie ahead. It's an exciting challenge for our School and its stakeholders! I would like to extend a huge thank you to those who are helping us move forward with this incredible project which still in its infancy. I am convinced that the best is yet to come...

Jean-Philippe Ammeux (Grande École 1978)
IÉSEG Director 1994/2022

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FOCUS ON CAREERS

Can you remain fulfilled by staying with the same company for a long time? Pierre-Alain Vielvoye tells us what he thinks.

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ANALYSIS

A few days before the handover by Jean-Philippe Ammeux, Caroline Roussel outlines the challenges that await her.

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THE NETWORK

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

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Over the past two years, Caroline Roussel and Jean-Philippe Ammeux have been working hand in hand to prepare for the future of the School (see interview p12).

Credit: Barbara Grossmann

RIISING TO THE CHALLENGE



Credit: IÉSEG CONSEIL Lille / REC

Organised on February 3 by IÉSEG CONSEIL Lille, the third year of the CSR challenge reminded us that students from Hauts-de-France are never short of ideas to change the world...

Designed as a pitch competition open to students from universities, business and engineering schools in Hauts-de-France, the CSR Challenge shines a light on their eco-friendly initiatives and helps them to make an impact on the world, both socially and environmentally. Among the 15 projects in competition, IÉSEG CONSEIL Lille selected five finalists, with a jury made up of companies and partner organisations from our Junior-Enterprise, the School and Cœur Handisport. Each finalist had seven minutes to present their idea in an original and dynamic way; entries were of such a high standard that it was hard to decide between them! After consultation, the Jury Prize of €1,200 was awarded to Lunettes de Zac, a start-up founded by Ophélie Vanbremeersch (IÉSEG MIB student) to re-furbish glasses and make them accessible to everyone. The Coup de Coeur Prize of €750 was awarded to Pococo (IMT Lille-Douai), a collaborative and connected vegetable garden intended to raise children's awareness of environmental issues. Finally, the Audience Prize of €550 was awarded to Eco Togo (ISA Lille), a movement to make Togolese women financially independent through sustainable cultivation and livestock farming. Congratulations to the winners!

100% ECO-AWARE STUDENTS

Launched in 2018 by IÉSEG as part of its Vision 2025 project, the Responsible Leaders initiative raises awareness of Corporate Social Responsibility and Sustainable Development among our students. The "Sustainability Certificates" emerged from this and reward those who engage in these subjects during their studies, with the aim of inspiring others to take action! To receive these precious certificates, students are assessed in four categories: academic, commitment to associations and participation in CSR conferences, professional experience and end-of-studies dissertation or Consulting Project (which must relate to one of the 17 UN Sustainable Development Goals). Each entry is then evaluated by a jury made up of Responsible Leaders and the School management. Who will be the first ten students to be awarded this "Sustainable Certificate"? Find out soon!

DESIGNING THE CITIES OF TOMORROW



Credit: Département des Hauts-de-Seine

Launched in 2019, the Curious Lab - a veritable laboratory of ideas - aims to make the towns in the Hauts-de-Seine and Yvelines departments more innovative and collaborative. Our students took part in the project!

By building on collective intelligence, these towns have decided to involve young people in finding solutions to problems they encounter. As part of the CSR Challenge, more than 50 students from our La Défense campus will work in groups for several months on four challenges proposed by four municipalities: sorting waste, experiments in participatory democracy, citizen commitment to a low-carbon town and greening the urban environment. They will then give a presentation on their ideas, perfectly exemplifying the School's mission: empowering changemakers for a better society...

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MORE THAN JUST AN EXTENSION



Credit: IÉSEG

Another 6,200 m² of space to improve the student experience: we tell you more about the Collines de l'Arche, the new building that will be part of Paris-La Défense campus at the end of 2022.

To meet the challenges posed by the pandemic, the evolution of teaching methods and the development of new programs offered by the School, IÉSEG is continuing to extend its campus in the Ile-de-France region, in the heart of the largest European business district. A few steps from the Grande Arche and the Promenade building, this extension will house more than 25 modular classrooms (with room for 25 to 65 students), numerous work, co-working and socialising spaces, the Career Center, the Incubator, and also the offices of Executive Education and the local branch of IÉSEG Network. In a few months, a total of 22,700 m² of new premises will be dedicated to the 3,000 students who train each year to meet the challenges of today and tomorrow.

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THE ICOR PRIZE: REWARDING TALENT

For seven years, IÉSEG and its center of excellence for organisational responsibility (ICOR) have awarded a prize for the most impressive student thesis in the field of organisational ethics, social responsibility and sustainability. And the winner of the 2022 award is...

Julia Guillemot (Grande École 2021) for her thesis “The integration of ethical concerns in the development and deployment of artificially intelligent systems within technological companies. An essay on Artificial Intelligence Ethics”, directed by Guillaume Mercier. Julia was nominated by a jury of business professionals, comprising this year of Valérie Ader-Plaziat (Senior Advisor in charge of CSR policy at Columbus Consulting), Augustin Boulot (General Delegate of B Lab France) and Charles Pick (Director CSR of Clinitex). Julia’s was judged the best of 26 particularly ambitious dissertations and her €2,000 prize was presented by Caroline Roussel on CSR Day (March 15). As tradition dictates, half of this sum was donated to a non-profit organisation. Julia opted for the “Global Schools Program” initiative which aims to equip schools all over the world to teach sustainable development. We would like to extend our congratulations to the two other finalists: Marion Arpino, for her thesis “The legal and managerial challenges brought by the progressive entry of the circular economy in the textile industry” (directed by Maria Castillo) and Marco Silvano, for his thesis: “The impact of modular design on end-of-life management in the mobile phone industry” (directed by Maud Vandenbroeke). Why not try your luck next year?

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Credit: IÉSEG and personal

LIFELONG LEARNING



Have you heard about the executive education degree programs offered by IÉSEG? A few months before the start of the 2022 school year, here’s what you need to know:

To match your ambitions, your situation (whether you are working or between jobs) and your availability, our School has developed:

- Training in general management to prepare for an AMBA-accredited MBA: MBA in Leadership and Coding - International MBA - Executive MBA.

- More specialised training to prepare for a Bac+6 in: Financial Management - Sales and Business Development Management - Marketing and Sales Management - Transformation and Human Development Management.

The good news is that as IÉSEG alumni, you can benefit from scholarships and financing solutions, but also from a co-option offer (€500 in gift cards).

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LEARN WHILE TRAVELING



It’s well known: travel broadens the mind for young people... and Executive MBA students! This was well illustrated by their Learning Expedition in Tallinn, as part of the “innovation” module.

Nicknamed the “e-capital” of Estonia, a country which has been a pioneer in digitalising its infrastructure, the city of Tallinn welcomed 22 students for a week of workshops, conferences and visits to particularly inspiring companies. The workshops covered a variety of current topics: “Ecosystems of Enterprises”, “Digital Platforms and Ecosystems”, “Disruptive innovation and emerging economy”, “Entrepreneurship mindset” and also “Managing innovation processes”. It was a hands-on learning experience for participants who got the opportunity to work on a project to design and implement a sustainable economic model for a company, by providing viable and lasting solutions. Make no mistake: the Executive MBA is a very practical qualification!

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Credit: IÉSEG

Credit: iStockphotos



IÉSEG CONSEIL Lille: a close-knit team with complementary profiles to respond to every business need.

Credit: IÉSEG CONSEIL Lille

GAELLE KERGUS GROWING TOGETHER

Did you know that Jean-Philippe Ammeux helped set up the IÉSEG's Junior-Enterprise when he was a student in 1976? In almost 50 years, IÉSEG CONSEIL Lille has seen the same remarkable growth as the School, with both of them becoming benchmarks in their field in France. Its vice-president **Gaëlle Kergus** (Masters student) looks back on her exciting journey and her investment in this small business that is now starting to look like a big one...

WHAT CAN YOU TELL US ABOUT IÉSEG CONSEIL LILLE AND WHAT MADE YOU WANT TO BECOME ITS VICE-PRESIDENT?

Since 1976, our Junior-Enterprise has been offering its services to professionals (large companies, entrepreneurs, groups, etc.) in response to problems and challenges they come up against in areas as varied as marketing, strategy, communications and even environmental transition. The members of our association are students with profiles that complement one another, incorporating a wide range of skills. At the end of the first lockdown, I felt the need to get involved in this ambitious and stimulating project and to get out of my comfort zone. I'm so happy I did and think I have risen to the challenge! Our work and our investment have been rewarded since we were ranked among the six best Junior-Enterprises in France in 2021. I am also delighted that the movement has become more professional in recent years and that the investment made by Junior-Enterprises is increasingly valued by the professional world.

HOW DID THE COLLABORATION BETWEEN JEAN-PHILIPPE AMMEUX AND YOUR JUNIOR-ENTERPRISE GO? WHAT DID YOU LEARN FROM HIM?

“JEAN-PHILIPPE AMMEUX TAUGHT UP THE IMPORTANCE OF HUMILITY: YOU SHOULD NEVER FORGET WHERE YOU COME FROM...”

When I took over the vice-presidency of IÉSEG CONSEIL Lille, I met him to discuss plans for the coming year and our vision. He made himself available and helped us by taking part

in a recruitment video! Since then, he has always been interested in what we are doing and we feel proud to have grown both with and thanks to him. The way I see it, he succeeded in instilling an entrepreneurial spirit in all the students, through both his actions and his temperament: he likes to take risks and knows how to seize and create opportunities, qualities essential to any good entrepreneur. He showed us that anything was possible with perseverance and constantly reminded us of the importance of humility: no matter what results you get, you should never forget where you come from. Finally, he has always put an enormous value on the importance of the team spirit of the community.

WHAT DO YOU MEAN BY THAT?

The vitality of the School as a community is undoubtedly one of its greatest strengths! It enables us to meet other people who help us to grow, it helps us to be creative, make our ideas happen and be daring. With hindsight, being part of IÉSEG CONSEIL Lille was as important as my academic studies: I learned about myself, the way I like to work, the values that are important to me and it inspired me to take control of my destiny. My involvement has been a real confidence booster and I would urge every student to take part in one of our 26 students associations: not doing so means you are missing out on half of the IÉSEG experience. I'd like to take this opportunity to wish Jean-Philippe Ammeux good luck and here's to many more wonderful projects in the years to come!

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Almost ten years after leaving the School, Audrey returns regularly to teach digital marketing.

Credit: personal

AUDREY TIDAS MEMORIES OF A PIONEER

In 2008, our School experienced a major turning point in its history with the opening of its Paris campus. The fire that occurred a week before the start of the first school year did not dent the optimism or the determination of the staff or the students, who realised they were experiencing an historic moment. Among them was [Audrey Tidas](#) (Grande École 2013) who had come to France from Guyana to experience this great adventure. She looks back on her best memories for IÉSEG! ...

WHY DID YOU CHOOSE IÉSEG AFTER YOUR BACCALAUREATE?

IÉSEG was the only School to offer admission based on qualifications for students living outside mainland France or abroad. Coming from Guyana, it was a dream opportunity for me. By chance, IÉSEG moved to Paris in the same year: I took that as a sign and decided to try my luck. The School started out on this new venture at a small building in Boulogne-Billancourt. We were in some ways pioneers for a new era...

WHAT MEMORIES DO YOU HAVE?

Looking back, this period was one of the best times of my student life. We were a small intake of about 100 students, we all knew each other and there was a spirit of mutual help, friendliness... and resourcefulness! There was no lecture theatre, we took up the entire floor of a building and we bickered over the computer charging points. When we moved to La Défense in 2009, we literally moved up a gear, but the atmosphere remained the same.

AUDREY'S CAREER PATH

As she set out on a route towards a career in logistics, chance encounters changed Audrey's plans. After she graduated, she began her career at Nestlé in Belgium, then returned to France to become Traffic Manager in the insurance sector. In 2016, she joined Google, first in Dublin and then in Paris, as Industry Manager for major retail accounts. As someone who is passionate about the internet and marketing, it was only natural that she decided to teach these subjects to students of the Master in Marketing Digital & Innovation. The circle is complete!

HOW WOULD YOU DESCRIBE THIS ATMOSPHERE?

It felt like being part of a big family including the teachers and the whole administration team. We all felt as if we were living the same adventure. Everything had to be set up and put in place: there were no clubs, for example and no student party. For my part, I founded the Humanitarian Office and I particularly appreciated the flexibility and freedom we had. The Paris campus was able to set up with its own culture, while still being part of the IÉSEG ecosystem.

WHAT DO YOU REMEMBER ABOUT JEAN-PHILIPPE AMMEUX?

His persistence and his vision: one School, two campuses. He stuck to it and was able to convince everyone involved to get behind it. In 2022 we don't necessarily appreciate it, but a Paris campus was a real gamble at the time. Over the years, with certifications and partnerships, I have seen IÉSEG grow under his leadership and I am always impressed when I return to the School to teach. We have every reason to be proud of the progress made!

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Souvenir photo with Jean-Philippe Ammeux, Pascal Ameye and MBA XLRI students (Jamshedpur - India), in Lille in 2009.

Credit: IÉSEG

PASCAL AMEYE

INTERNATIONAL: THE GREAT ADVENTURE

We sometimes forget that IÉSEG's development is so closely linked to the way it has become more international. The testimony of **Pascal Ameye**, Deputy Director of International Relations, reminds us of this: he looks back on 20 years of daring gambles and challenges that have made the School famous throughout the world.



Career path

Pascal came to IÉSEG in 1983 and joined the IT department. At the time, Jean-Philippe Ammeux was already teaching international economics at the School. The 38 years that followed were an opportunity for Pascal to witness the unprecedented evolution of the School. In 2001, Jean-Philippe offered him a total change of direction: being in charge of the international development of IÉSEG. It was a challenge that he accepted, with patience and determination. History has shown that they made the right choice...

CAN YOU TELL US ABOUT THAT DAY THAT TRANSFORMED YOUR CAREER IN THE EARLY 2000S?

Jean-Philippe and I had known each other for nearly 20 years when I talked to him about enlarging the IT department. To my great surprise, he preferred the idea that I should develop the international aspect of the School. I knew IÉSEG, its programs and its teams well, but I had little experience abroad. I had already taken a trip to the USA with a colleague for a month of English lessons and to find out about our partner there. I was thrilled to be asked to take on the challenge and of course I accepted it.

WHAT WAS YOUR PLAN?

When I accepted the role of Exchange Programme Manager, the School was not starting from scratch: we already had partners around the world, our students were going abroad (though it was not compulsory at that time) and the campus was welcoming international students. We had also just made an important shift: moving from a 100% French program to setting up our first courses in English. First we focused on the final semester of the five-year program and recruited external professors from partner universities. It was a key moment since we were also in the process of launching our Masters in International Business with a clear objective to gradually take the School in a more international direction. In this context, my

role was to find new international partners. In the early 80s, we only had one; today there are more than 300 around the world!

WHY DID JEAN-PHILIPPE THINK THE INTERNATIONAL ASPECT WAS ALREADY SUCH AN IMPORTANT ISSUE AT THAT TIME?

He was absolutely convinced that the School could only develop by becoming more international. He really wanted us to be pioneers in this area. IÉSEG had everything to gain from it - whether that meant making itself stand out, increasing its legitimacy or making itself more attractive - provided it had the means, the right people in the right place and did things gradually. First of all, we introduced courses in English, which allowed us to change gear and grow in the French market, while attracting people from all over the world. We then developed our international programs, before moving all of our lessons into English. Each of these major steps has been made in collaboration with all the teams at IÉSEG, but also with its students who have all been proud to witness the way the School has progressed. The accreditations we have received have also played a major role in our evolution.

TO WHAT EXTENT?

Jean-Philippe quickly grasped that these accreditations were essential for us to be well-placed in the rankings, to be recognised as a School that counts, to attract international and French

JEAN-PAUL WICKART A FRUITFUL EXCHANGE



Credit: personal

Did you know that in 1980, when IÉSEG first offered its students the opportunity to go on an exchange abroad, only two responded to the call? Jean-Paul Wickart (Grande École 1981) was one of them. He tells us all about it...

HOW DID THE SCHOOL COME UP WITH THE IDEA FOR THIS FIRST INTERNATIONAL EXCHANGE?

I joined IÉSEG at a time when a degree lasted four years. At that time, the School had just one partner abroad - Juniata College in the USA. It was during my third year that the idea for an international exchange was born: sending an IÉSEG student to Pennsylvania and hosting an American student in Lille. It was quite innovative at the time and it was a test case before rolling out the concept. After a few English tests and discussions with my family, I was chosen and left France to spend my fourth year in the USA!

IT MUST HAVE BEEN A COMPLETE CHANGE OF SCENE!

Yes! It seems quite humdrum today since we can get to other side of the world almost as easily as to the South of France, but in 1980, it was quite an adventure! My parents drove me to Brussels, I flew for the first time and landed in Houston two weeks before the start of the school year. For the first 15 days, I was welcomed by the family of the American student who had just left for Lille. I remember being impressed by the size of the buildings, the culture, the climate... everything was so different from what I knew in Lille!

WHAT MEMORIES DO YOU HAVE OF THIS EXPERIENCE AND WHAT DID YOU TAKE FROM IT?

I was living in a dorm of six students (three double rooms and a common room) and spent a lot of time in the library working and talking to people. The teaching was very dynamic and I was witnessing the future of education without realising it! The campus was gigantic and had numerous buildings with all kinds of activities on the spot (sports, theatre, etc.). At the end of this memorable year, I prolonged the experience by traveling across the USA, before returning to finish my dissertation and graduate. This exchange year opened my mind, helped me grow and improved my English. Since then I have used the language a lot in my career in the banking sector, particularly in trading rooms. Forty years on from Juniata College, I am proud of what IÉSEG has become, both in terms of its teaching, the way it has become more international and the size of its network. I wish many fruitful exchanges to its students around the world!

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“AT A TIME WHEN MANY COUNTRIES ARE TEMPTED TO WITHDRAW INTO THEMSELVES, WE BELIEVE IT ESSENTIAL TO DEVELOP THE INTERCULTURALITY OF OUR STUDENTS...”

students, but also for developing exchanges... through hard work and perseverance, we first obtained EQUIS in 2012 and then AACSB a year later.

WHAT ROLE HAVE PARTNERSHIPS WITH UNIVERSITIES ABROAD PLAYED IN THE DEVELOPMENT OF THE SCHOOL?

They have played an essential role, and once again, Jean-Philippe had the right instinct. In the early 2000s, when everyone swore by the USA and the United Kingdom, he preferred to take a gamble on China and India, which he felt had potential. He has invested personally in the subject by going there to sign partnerships. We have also set up our first offices abroad in India and China! He has always enjoyed this role as an ambassador for IÉSEG, seeing what was happening elsewhere, then adapting it to our School. It's in his blood: he's a real adventurer!

DO YOU HAVE OTHER EXAMPLES OF THIS CHARACTER TRAIT?

In 1974, you had to be an adventurer to choose to study at IÉSEG when the School was neither well-known nor recognised by the State! He didn't think twice about moving from his native Normandy to settle in Lille. He then travelled a lot, most notably in Afghanistan - in a Peugeot which gave up the ghost there! He has always had a desire to explore new places and discover different cultures and he ensured he passed on this curiosity to all his teams. It has never ceased to be a passion for him and

it's no coincidence that he did his thesis in international economics. I have always been impressed by his love of the simple life: despite his status, he continues to prefer backpacking trips to big hotels!

WHAT DO YOU REMEMBER ABOUT WORKING TOGETHER FOR ALMOST 40 YEARS?

What stands out for me is his constant dynamism, his desire to always go that bit further, never to stop or rest on his laurels. No sooner had we done one thing than we were already starting with the next! This state of mind was contagious, it was able to unite the teams and take the School to an unexpected level.

WHAT CHALLENGES DOES IÉSEG STILL NEED TO MEET IN TERMS OF THE INTERNATIONAL ASPECT?

The School has managed to make a name for itself among the most highly reputed Business Schools in the world. We now want to go further and work on the interculturality of our students to develop their open-mindedness. At a time when many countries are feeling tempted to withdraw into themselves, it seems to me more essential than ever to work on this subject and to remember that differences are a strength. Another major challenge, in my opinion is to take on board the challenges of sustainable development and eco-responsibility in our international approach.

IF YOU HAD TO RETAIN JUST ONE IMAGE OF JEAN-PHILIPPE, WHAT WOULD IT BE?

The day he became head of the School. Everyone felt that something was going to happen, that IÉSEG was going to take a new turn. History has shown that our intuition was right...

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One of the highlights of the international history of our School: the inauguration of the IÉSEG office in Shanghai in 2013.

Credit: IÉSEG

PHILIPPE VANHOYE BACK TO THE FUTURE

Philippe Vanhoye (Grande École 1978), a classmate of Jean-Philippe Ammeux at IÉSEG, offers us a rare and valuable glimpse of a time almost half a century ago when a School whose reputation and popularity have continued to grow over the years was just starting out on its journey. A fascinating story, especially for the younger generations who can perhaps not imagine what life was like for a student at the end of the 1970s.

Credit: personal and IÉSEG



THE CAREER PATH OF A JACK-OF-ALL-TRADES

At the time when Philippe Vanhoye chose to study at IÉSEG, its fame did not stretch much further than the Lille metropolis, courses lasted four years, the premises were located on Boulevard Vauban and students had to choose between two options: Option A (Economic Analysis) or Option B (Business). Jean-Philippe Ammeux chose A, Philippe Vanhoye B.

After graduating in 1978, Philippe joined the banking sector where he rose through the ranks for 20 years, spending his free time developing a business as a consultant and teacher at the training centre for the banking profession. A veritable jack-of-all-trades, he then took on even more challenges, wearing yet more hats: giving advice and training to business leaders, working as the admin manager of a family-run SME, advising on locating pharmacies in shopping centres, etc.

Now retired, he is enjoying his passion for real estate (with up to 70 tenants!) and vintage cars. He enjoys pétanque, advises on heritage and is always ready to devote his time to the School that has brought him so much in every area!



THE NOTICE BOARD, THE MEETING PLACE

I found out about IÉSEG at my school library - the internet didn't exist back then. I was won over by the School's program and the fact that you could go there straight after your Baccalauréat. When I joined in September 1974, there were no more than 50 students in my year group. The following year, there were 25 of us. Everyone knew each other, talked to each other and met at the notice board where the results of the exams were posted. Classification was done in alphabetical order and Jean-Philippe Ammeux was always at the top on account of his name, but also because of his high marks! It's very simple: he was excellent at everything.

THE SIGNS OF A LEADER

You might think then that Jean-Philippe was a student who spent his time swotting, locked up at home, but it was quite the opposite: he picked up everything very quickly, with disconcerting ease. As a character, he was always smiling, ready to help or go out with his friends. He was already charismatic and had the signs of a leader: he was able to bring people together and students followed him naturally.

LEGENDARY TEACHERS

The atmosphere was good-natured, we spent our free time together at each

other's houses, and already - even at that time - the girls were more studious than the boys! In terms of clubs and associations, we were in our infancy, the Junior-Enterprise was created while we were there (see interview p.6) and has grown considerably since then. Our year group was all really impressed by Georges and Fernande Sturbois, a pair of legendary teachers from Belgium who taught mathematical statistics with extraordinary skill. There is no doubt that they were role models when Jean-Philippe in turn became a teacher a few years later.

LASTING MEMORIES

Our year group will never forget our end-of-studies trip to Gérardmer: it would seem quite run-of-the-mill these days, but for us, it was epic! We rented a fairly basic chalet, some of the group who had never skied in their life were immediately taken care of by the others. Finally, you can't talk about Jean-Philippe without mentioning his friend Vincent Avart, known as "the Zavar". He too was an excellent student and often topped the list on the notice board. He then spent his career working between France and China.



DOWN-TO-EARTH COMMON SENSE

Could we ever have imagined that Jean-Philippe would one day be the head of the School where we were all studying together? Looking back, the road ahead was clear. He already had this perpetually smiling face, which invited discussion and rapprochement. Coming from a family of farmers, he has a kind of down-to-earth common sense and has always treated everyone the same, no matter what their status. But at the same time: who could have guessed what IÉSEG would become under his leadership? A dazzling evolution, incredible international growth, without ever losing touch with what makes it what it is. What a feeling of pride!

THE FUTURE IS IN SAFE HANDS

I have always kept in touch with the School and its network, particularly through its directory. I have also taken part in student admission interviews to give something back to IÉSEG. I would be sure to meet up with Jean-Philippe to share our memories. At the IÉSEG Network 50th birthday celebrations, I had the pleasure of meeting Caroline Roussel at last (see interview p.12) to whom I wish the greatest success in her new role! Finally, all the best to Jean-Philippe for the future...

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Pierre-Alain Vielvoye, during the inauguration of the Promenade de l'Arche, December 11, 2017.

Credit: Barbara Grossmann

PIERRE-ALAIN VIELVOYE LOYALTY AS A DRIVING FORCE

Do you need to change companies every three years to have a fulfilling and challenging career? Jean-Philippe Ammeux's career at IÉSEG sheds some light on this question. **Pierre-Alain Vielvoye** (Grande École 1992), President of Adeo, offers equally relevant insight and reminds us that in the business world, as in all areas, you have to give in order to receive.

YOU HAVE SPENT MOST OF YOUR WORKING LIFE WITH THE ADEO GROUP. HOW CAN YOU EXPLAIN SUCH A LONG TENURE?

The fact is, it has actually felt like having several careers within the same company, as the business continues to grow and change over the years. When you are evolving alongside a company whose values, employees, strategies, history and culture make you feel proud and who share the same beliefs as you, you do everything to hold onto this feeling of belonging. Our aim, to be useful to the people around the world by supporting them in the alterations and improvements they want to make, still fascinates me as much as it ever did. As long as I feel free, that I'm doing a good job and true to my values, I have no reason to look anywhere else...

WHAT DO YOU DO WITHIN ADEO TO MAKE YOUR EMPLOYEES WANT TO STAY AS LONG AS POSSIBLE?

Above all else we believe in participative management, in sharing. It is management based on trust, accountability and internal promotion. Each employee can therefore become more autonomous in a caring atmosphere that does not put a brake on expectations or the constant questioning of how to stay one step ahead. Internally, I make sure I get the message across that being anchored to a company is a positive choice - a way of gaining a deeper understanding of the business, furthering one's knowledge and developing a close relationship with the workforce. I am a good ambassador for this approach: I have enjoyed a change of role every two or three years within the same company, discovering new countries and new cultures to serve the business.

HAS THE COVID CRISIS CHANGED THE EXPECTATIONS OF YOUR TEAMS? HOW DO YOU RESPOND TO THAT?

Crises have always been accelerators of change. It is up to everyone to take that on board and provide practical responses to the needs being expressed - without losing sight of what makes us who we are, our DNA. Ours is proximity to people as the basis of our performance. We want to continue to promote this way of doing things. We notice that employees have an ever-increasing need for coherence and a strong connection to their company. This is not merely a slogan displayed on a wall, but rather what they experience in real terms on a daily basis. Two years ago, we redefined our raison d'être as "we make home a positive place to live". It's more than a tag line: it's a direction to be shared with all of our teams and our stakeholders, to be embodied in our actions and to be reviewed to remain efficient. It's about performance that goes beyond financial benefits. It must have a human, social and environmental element.

AFTER A CAREER DEDICATED TO IÉSEG, JEAN-PHILIPPE AMMEUX IS ABOUT TO HAND OVER. WHAT ARE YOUR MEMORIES OF HIM?

I recently watched a video made for the engagement of an IÉSEG friend from more than thirty years ago. Jean-Philippe was there and already demonstrating his closeness to the business world. What has always impressed me most about him is his ability to remember everyone, his availability and his ability to listen. This attention to others has always been a real source of inspiration.

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Career path

After graduating in 1992, Pierre-Alain began his career as a research officer at a firm specialising in sociological studies. He was CFO of a family-run SME for the next six years and then joined Leroy-Merlin in 2001, taking charge of the Administrative and Financial Department of the company in Poland. He returned to France three years later, and after two years dealing with stores, he joined the company's Executive Committee (COMEX) by being appointed Deputy Managing Director of the Adeo Group. Since 2014, he has been Chairman of the Board of Directors.

CAROLINE ROUSSEL

A SCHOOL FOR A BETTER SOCIETY

The retirement of Jean-Philippe Ammeux at the beginning of July will mark the turning of a page at IÉSEG. [Caroline Roussel](#), who succeeds him, will write the next chapter - at the service of students and an entire community. From teacher-researcher to Deputy Head, she has already lived through and/or taken part in many of the events that have shaped the history of our School. How will she approach the challenges that await her? What values does she intend to instil to tackle the issues of today and the future? We put these questions to someone who has no shortage of projects and visions for IÉSEG.

HOW ARE YOU APPROACHING THIS NEW STAGE IN YOUR CAREER?

With peace of mind. The position of Deputy Head that I held for two years was a great way to prepare for a smooth transition. Jean-Philippe and I have known each other for 20 years, sharing our vision, ideas and desires for the School. Our discussions have only increased over the years and with the various positions I have held. The announcement of my new role in early October 2021 was very well received by all the staff. I am lucky to be surrounded by dedicated teams who are determined to maintain a high level of quality for students and the entire IÉSEG community.

HOW DID YOU WORK WITH JEAN-PHILIPPE AMMEUX DURING THESE TWO YEARS OF TRANSITION?

Our working relationship can be summed up in two words: natural and informal. We discussed a particular subject each time we met in Lille or Paris, we went to the same meetings and then shared our impressions. Our roles were well defined: I took care of internal matters, that is to say the main academic decisions that structure the life of the School, while Jean-Philippe managed external relations. Then, from October 2021, he invited me to the meetings he attended to introduce me to the people I would be working with in the future. I particularly appreciated the fact that he always took

“THE QUALITY OF OUR TRAINING AND RESEARCH SERVING OUR STUDENTS AND THE SOCIETY IS OUR PRIORITY”.

the time to explain to me in depth subjects that must have been obvious to him after so many years.

WHAT DO YOU THINK ARE THE MAIN CHALLENGES FACING THE SCHOOL IN THE YEARS TO COME?

In the early 2000s, Jean-Philippe steered the School in a new direction by focusing on becoming more international (see interview with P. Ameye p.8) and strong, rapid and qualitative development. Today, the stakes are different because IÉSEG's size and reputation make it a recognised Business School with an excellent reputation. My desire is to continue and consolidate this development in several ways:

- **By becoming more interdisciplinary:**

Our students need to broaden their range of skills more than ever to respond to the problems faced by companies and also by society. Subjects such as geopolitics, data and artificial intelligence fit perfectly into dual degrees with our partners in France and abroad.

- **Through entrepreneurship:** Innovation, agility and the entrepreneurial spirit are more essential than ever in the face of current challenges which are considerable. Our School wants to increase support to students and alumni, by nurturing them and supporting their projects to set up businesses.

- **Through consideration of issues related to sustainable development and CSR:**

We feel a real expectation regarding these subjects, especially among the younger students, and we have a role to play as a School to help society to promote an environmental, social and economic approach.

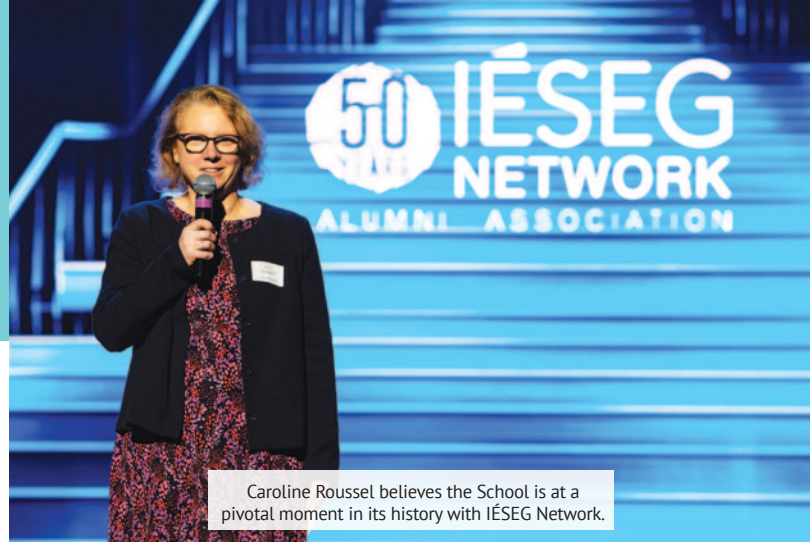


Credit: IÉSEG

The new IÉSEG Village building in Lille for a School that is more forward-looking than ever.



Credit: MAHANA Prod



Caroline Roussel believes the School is at a pivotal moment in its history with IÉSEG Network.

LOOKING BACK, WHAT DID YOU LEARN WORKING ALONGSIDE JEAN-PHILIPPE?

I remember his energy and enthusiasm. He is tireless, he treated each project as if it were his first. I also learned a lot through his high standards for every area and his sense of detail. To his way of thinking, there are no minor issues. What we have in common is that we like to "get our hands dirty". I plan to continue doing that, where I can bring added value. In other situations, it will be necessary to delegate to the right people since I will be spending a lot of time out of the School in the coming months as an ambassador for IÉSEG with companies, institutions and alumni. Like Jean-Philippe, I would like to grow the teams and find the roles that correspond the best for each employee.

YOUR TWO YEARS AS DEPUTY HEAD HAVE BEEN MARKED BY THE COVID CRISIS. WHAT DO YOU REMEMBER FROM THIS TIME?

The crisis reinforced more than ever the idea that our students are at the centre of what we do. Everything that happens on a daily basis should support their learning and their projects. We made sure teaching was face-to-face as much as possible to keep the link, but we also found new opportunities with the format of distance learning. A company director can now work with 1,500 students without wasting a day on the road. It's up to us to find the right balance and remain attentive to future students. They have specific requests that need to be taken into account...

WHAT ARE THEY?

They always want more flexibility and modules, individualised follow-up - a tailor-made course. We want to develop new systems to support them and help them grow as people. The search for meaning is also a topic that often comes up and is one to which entrepreneurship can provide an answer. More and more students are setting up their own companies even before graduating; we need to make sure we help them achieve their goals and thrive.

HOW DO YOU ENVISION WORKING WITH IÉSEG NETWORK?

I believe we are at a turning point in our shared history. The School has grown a lot and very quickly, along with the number of graduates. Alumni who left 25 years ago do not necessarily have the same expectations and the same vision of IÉSEG as those who left two years ago. We want to integrate them all into our life and our development. That might be through a testimonial for our students, a course or a business project. Our alumni also like to welcome students to understand their expectations and learn from other generations. Finally, the events that we organise jointly with the Network, such as the graduation ceremony, are of considerable interest in a context where the number of alumni is growing by 10% each year. I am convinced that each graduate can become a true ambassador for IÉSEG.

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Career path

Caroline Roussel, a Doctor of Management Sciences, has been teaching at IÉSEG since 2002. After serving as Head of Department at the School, in 2014 she became its Academic Director. Her role then revolved around research, programs and accreditations. 2020 marked a new turning point as she was appointed Deputy Head. For the next two years, she worked alongside Jean-Philippe Ammeux to prepare his succession which will take place in July 2022.

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!



ANNE-CÉCILE ANDREOLA (GRANDE ÉCOLE 2013) is the new Marketing and Communication Director / CMO at DEPUR Expériences.



PEDRO RUIZ NAVARRETE (EMBA 2020) is Head of Business Development at Geolith.



CHRISTOPHE MALLET (GRANDE ÉCOLE 1993) is General Manager at Veolia - Sarpi Espagne & Italie.



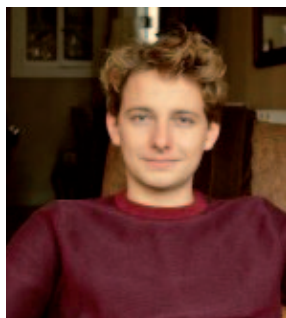
ANNE-LAURE SCRIVE (GRANDE ÉCOLE 2001) is HR Leader at Valiuz.



LÉA MOUSSERON (GRANDE ÉCOLE 2019) is now Senior Manager Ecommerce at Decathlon Hong Kong.



AURÉLIE FRANZA WARTELLE (GRANDE ÉCOLE 2010) was appointed Digital Project Manager at Degetel.



BENJAMIN PRIGENT (GRANDE ÉCOLE 2017) is the new Product Designer at Meta (ex Facebook).



PRIYANKA YADAV (IMBA 2017) is Senior Manager - Business Transformation - Philips Netherlands.

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 2011 – Élise, daughter of **Julie Savouré** and Gianluca Porpora, born February 5, 2022.

Grande École 2012 – Arthur, son of **Camille Pereda** and Paul Kassis, born September 16, 2021.

Grande École 2014 – Léonard, son of **Tiphaine Barthel-Mayolle** and Hugues Mayolle, born January 28, 2022.

Grande École 2014 – Joseph and Timothée, sons of **Violette Le Buhan** and **Cyriaque Mercherz**, born January 7, 2022.

Grande École 2016 – Aimé, son of **Eugénie Santo** and Pierre Demurger, born December 2, 2021.

Grande École 2017 – Ninon, daughter of **Anne-Sophie Dupuis** and Grégoire Lepage, born December 13, 2021.

Grande École 2018 – Hector, son of **Juliette Camus** and **David Montens**, born January 22, 2022.

WEDDINGS

Grande École 2016 – **Marion Radet** and **Nicolas Staquet**, August 20, 2022.



Arthur, son of Camille Pereda (Grande École 2012) and Paul Kassis, born September 16, 2021.

SOCIAL NETWORKS: ALWAYS MORE CONNECTIONS

To never miss any IÉSEG Network news between two issues of IÉSI, meet us on our social networks: LinkedIn, Facebook, Twitter, and Instagram [@iesegnetwork](https://www.instagram.com/iesegnetwork)

A LIFE-CHANGING PRIZE

Credit: IÉSEG



Organized by IÉSEG Network and the IÉSEG Incubator, the seventh Entrepreneur Prize attracted more than 30 applicants. And it was noticeable that the bar is a little higher each year!

On March 31, the six finalists (alumni and IÉSEG students) had 20 minutes to make their case to the jury. Before knowing the names of the winners, the participants attended a conference by Raphaël Di Meglio, co-founder of Matera, a real European success story. After deliberation, Ophélie Vanbremeresch (MIB student) was awarded the IÉSEG 2022 Entrepreneur Prize (€8,000) for her Lunettes de Zac project (collecting and reconditioning of glasses - see p.4). The Jury's Favourite Prize (€3,000) - awarded by IÉSEG Network - went to the start-up forESTIME (practical and fashionable clothes for older people), founded by Caroline Forest (Grande École 1992). Congratulations again and good luck to the finalists!

@ More information: <https://ieseg-network.com/news/722059>

SPRINKLE SOME MAGIC

Credit: IÉSEG Network



Do you have a problem to solve and you don't know where to begin? What about trying the "Magic Box Coaching" method to get a new perspective?

The post-Covid period is proving a time for questioning with the emergence of new projects, but we don't necessarily know how to make the right decisions or what direction to take. "Magic Box Coaching" is a quick and creative solution that can hold the key in many situations! This is an innovative tool that helps you find solutions that you'd probably never thought of! The Magic Box contains between 20 and 30 miniature objects that encourage the use of metaphors specific to the person being coached. They can shed light on the systemic issues in a situation and act as a channel for accessing new knowledge and awareness. Are you intrigued? Try it and you'll be hooked!

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IÉSEG GETS IN THE SWING

Credit: REC



Making connections, creating synergies or simply improving your swing: these were all good reasons to take part in the IÉSEG Golf Cup!

You didn't have to be the next Tiger Woods to celebrate the return of good weather and get together with students and alumni on April 29 at Golf INESIS in Marcq-en-Barœul. Organised by IÉSEG Network and IÉSEG CONSEIL Lille (see the interview on p.6), the event was divided into two sessions. The first, from 6 pm to 7:30 pm, consisted of an introduction to golf with Pitch and Putt and/or driving range, open to players of all levels. It was a chance to try a more technical discipline than you might think in a friendly atmosphere. The second session was more about relaxing and chatting at a cocktail party. The smiles on people's faces said it all: the 50 participants had a great time. We can't wait for the next event!

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CLUB LUXEMBOURG IS BACK

Credit: IÉSEG Network



After a break of several months due to Covid, Club Luxembourg got back on track on May 5 with a karting event.

Organised by Valentine Biemans (Grande École 2015), the outing attracted around 50 alumni, who were delighted to get together again after such a long period. There were two options: a cocktail party with or without a karting session beforehand. "We want to organise meetings for our members that suit their interests and their schedule. This kind of hybrid format makes it possible to leave all the doors open and remind people that the important thing is to take part," said Irène Burietz, Alumni Projects Officer, who made the trip over especially. Club Luxembourg is also looking for new representatives: would you like to be involved in bringing alumni together? Contact us!

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CHANGEMAKER

Stories



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