

HEC Alumni

2019

ANNUAL REPORT

Connect
Enjoy
Get involved



Let's shine together!

In 2019, the entire HEC ecosystem focused on strengthening the brand and promoting its influence in France and around the world. Responsible for accompanying and engaging all graduates, HEC Alumni spearheaded this movement. 2019 was marked by more and more prestigious events carried by our Clubs, top rankings, the success of our **Infinity Pass**, and a range of services clearly embodied and provided by **HEC Life Project**, **HEC Stories** and **HEC Ventures**.

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Editorial



Solidarity for all !

*Strengthening the HEC brand, providing better support for our alumni in France and worldwide, making a lifelong commitment with **#InfinityPass**, changing perspective on our professional and personal paths in order to envisage them as a whole, in a more fair and rewarding way **#HECLifeproject**, renewing ourselves creatively and proudly sharing our stories, our thinking and our talents **#HECStories**, encouraging and demonstrating our entrepreneurial spirit even more **#HECVentures**, organizing events thanks to our Clubs **#HECNetwork**, and continuing to fly high and far. This is what motivated us in 2019 and which still motivates us today: to be ever more together, and present throughout the world.*

As I write these few lines, the world is barely emerging from containment due to the COVID-19 pandemic. An unprecedented situation that prompts us to reflect even more, that reveals flaws, and that will encourage HEC Alumni to embrace what we have always known how to demonstrate: solidarity. This is what characterizes us, and this crisis continues to drive it, with initiatives to urgently supply medical equipment from our Chapter in China and your mobilization to take care of the most vulnerable in the population.

Solidarity with each other, an attitude that characterizes our community.

Thank you everyone, this is something to be proud of !

*Frédéric Jousset (H.92)
President, HEC Alumni*

A vibrant network !

The diversity, boldness, encouragement, and camaraderie of our community are our strength. These values are at the heart of our Clubs and at each of our events in Paris, in France and around the world.

Demonstration...

An ever stronger network and links

In 2019, our meetings were even more numerous and even more successful, as evidenced by the records of attendance and involvement for our entire network.

Bienvenue, Welcome, Bienvenido,
ابحرم, 欢迎你, ようこそ, स्वागत... !

A reinforced team

Our international teams continue to grow stronger to offer ever more innovative services to our community around the globe and to facilitate the creation of events. 2019 was the year of our first international recruitment: Alyssa Dominion (MBA.18) joined HEC Alumni in London, reinforcing the dynamic of international representation already initiated by the school in 7 countries.

There was also the creation of the Paris Chapter, which brings together non-French-speaking alumni.

Figures for the year

946
Events
in Paris
and + 200
around the world

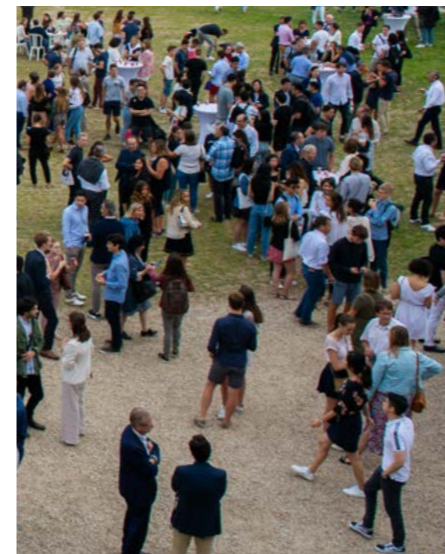
44
class reunions

7 500
Visitors (excluding events)
to the co-working lounge
at Avenue Franklin Roosevelt,
Paris

50%
of students
from outside of France

AND **20%**
of graduates living
outside France

75
international chapters,
creators of new events



“ When all is said !

*Our network has never been
so vibrant.*

*Many thanks to the board
members within our Clubs,
Chapters and graduating
classes for their dynamism.*

Janet O'Sullivan,
Network Director HEC Alumni

Feel the love

— Welcome Weekend —

120 HEC Alumni families
welcomed to their homes

400
new foreign
students in 2019

40%
more students than in 2018

— On Campus Initiatives —

Numerous events were organized on Campus. Among them,
the **Consulting Event** initiated by the **Consulting Club**.

100 students enjoyed a
speed mentoring session

With Accenture, Bain, Eurogroup consulting, Oliver Wyman, PwC,
and many other large companies.

— Alumni Forum —

1 200 participants in the Alumni Forum
in January 2019.

A success that continues to grow year after year !

Start, Boost, Change, Share !

Beyond participation, the strengthening of our bond is what it is all about. This is what led to the rebranding of the former generational clubs for better visibility and to encourage more collaboration.



> **GENERATION START**: to enable young people to succeed in their professional takeoff.



> **GENERATION BOOST**: to accelerate the professional careers of alumni thanks to meetings with experts.



> **GENERATION CHANGE**: to create the conditions for a more enriching and positive second part of professional life.



> **GENERATION SHARE**: to share its experience with younger members.

SHINE & SHARE

Two funds have been created to further promote the organization
of HEC Alumni events around France and internationally.

SHINE provides financial support for events organized
by HEC Alumni Chapters all over the world.

SHARE supports the actions of our regional Clubs throughout France.

In Lyon, for example, 30 HEC events took place in 2019.

Your highlights

2019 has been a year of shared events and moments, in France and around the world. Testimonials.



“ In 2019, the graduating class H.66 kept in touch with three meetings: a lunch in Paris in January; in the spring a short getaway to the Flanders region around Lille; a trip to Montenegro in September, one of the smallest countries in Europe. So many opportunities to meet again, not without emotions.

Time passes, nature does its job, sadly increasing the list of colleagues we will no longer see, such as our brilliant double major

Maurice Marchand Tonel. During these moments, we measure how the school helped each of us to blossom while maintaining diversity. The result is a range of talent and itineraries often far removed from traditional HEC vocations, giving our classes a very endearing color.

Robert Gravereaux (H.66)

Co-Delegate, on behalf of Olivier Devergne, Jean-Pierre Richard, Dominique Fortier and Jean-Jacques Decléty

“ Graduating in 2008, we ironically called ourselves the "Subprime" Class, without really knowing what to expect: going through one of the worst crises of the past 30 years. Ten years later, in 2019, we realized how it was a tremendous accelerator for creativity and a unique chance to focus on the essentials and what really made us feel fulfilled.

In 2019, in Singapore, we felt again this inexorable rise in tensions and the premise of the announced end of an exceptional cycle. We couldn't imagine how surprising 2020 would be! The progress made since 2008 is impressive, without counting on all these new great challenges which still await us all together, from Paris to Singapore!



Nicolas Fréchet (H.08)

President of the HEC Alumni Singapore Chapter



“ Generation Share was born in 2019 and we wanted to mark this by organizing a study trip: a first for our "Generational" Clubs! The objective was to apprehend a country both politically and economically. Norway was chosen: it seemed interesting to us, in the midst of Brexit, to go and see how this country operated, a non-member outside the European Union, having among other things agricultural sovereignty.

This trip was a real success and allowed us to enjoy extremely enriching meetings. Within a week, we had the chance to meet with the French Ambassador in Oslo, the services of the Norwegian Foreign Ministry, the teams of the oil energy company Equinor Asa, and many other important bodies. We have to do it again!

Elisabeth Laverge (H.75)

Co-President of Generation Share.

“ In Lyon, activity was abundant in 2019. We increased the number of cultural, business and social events, and the participation of alumni from the region has reached new heights. Among the highlights, there was a visit to H7, the largest space dedicated to start-ups in Lyon. Beyond the discovery of this space, we attended and challenged pitches by start-ups incubated on site. Culturally, we were also spoiled, thanks to the magnificent visit to the Couvent de la Tourette on the occasion of the 15th Biennale of Contemporary Art in Lyon, with a special guest: the plastic artist Anselm Kiefer. What a great time spent together! Finally, the Gala evening at the Opéra de Lyon - with which we are a partner - was a real success. In short, we continue to be very active in Lyon !



Maryvonne Lorenzen (H.79)

President of the HEC Alumni Lyon Chapter.

New history

In 2019, the Association renewed its content offering to testify to the vitality of our community, and to better respond to questions and expectations on current subjects. The result? More speakers, amazing career paths and enriched content on the internet.

An amplified echo

Goodbye *Hommes et Commerce*, and welcome to *HEC Stories*.

The goal of this new HEC community magazine is to showcase the richness of the network with stories from all walks of life.

A new way to share and exchange ideas and experiences, which continues online with bilingual articles, videos and podcasts of events available at hecstories.fr

“ They are talking about us ”

> Forbes US

“As Joly said in a July 2019 article in HEC Stories (published by this French business school from which he graduated), I watched the head [of this store] ask his employees what their dreams were. One said he wanted to buy a house for his family.

The manager told him that they would work together to help him develop his skills, move up in the company, and make his dream a reality.”

[Read more](#)

> You

“Bravo for the quality of the questions and the freedom of speech”
Frédéric Biscarat (via LinkedIn, reader outside the network)

“A great success for HEC Stories raising the journal to the rank of a 'mook', it will be fully read and kept for a long time”
Jean-Philippe Caude (H.68)

“Each article is as interesting as the last”
Jeannine Ballereau (HJF.48)

“This new formula is graphically super pleasant to read, very professional, it's a very 'real magazine', which was not the feeling I had before - it remained in my eyes a 'school magazine', a little rigid, a bit institutional.”
Alexis Mas (H.00)

”

5 key sections

FOR/AGAINST

24 HOURS WITH...

THE DAY WHEN

10 IDEAS RECEIVED ON...

News

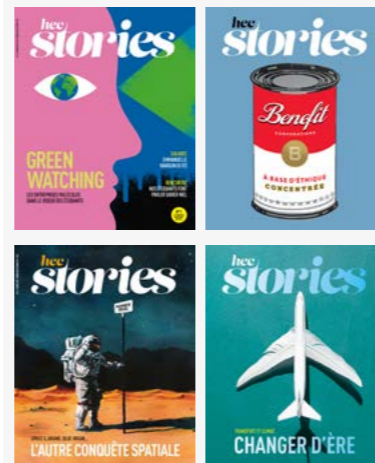
ALUMNI JOURNAL

50 pages dedicated to letters from graduates, and communications from clubs and graduating classes.

The key figure

+10%
subscriptions
to HEC Stories

- 2019 Covers -



HEC in VIP mode

In 2019, HEC Mornings and H Hour stood out thanks to our esteemed guests. Overview.

André-Hubert Roussel, CEO of ArianeGroup, Nicolas Dufourcq (H.84), CEO of Bpifrance, Agnès Pannier-Runacher (H.95), secretary for the Minister of Economy and Finance, Sylvain Tesson, writer and explorer, not to forget the historic HEC Morning at the Louvre, with Jean-Luc Martinez, President of the largest museum in the world... So many talents that we had the honor to welcome in 2019 at the HEC Mornings.

At the Louvre, more than 400 HEC graduates also had a preview of the Leonardo da Vinci exhibit.

[See videos on hecstories.fr](http://hecstories.fr)



Certified
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www.hecstories.fr

hec
Stories



Proof of success

- Visibility -

41,632
visits

105,642
page views

21%
of visits for the
international version

- Replays -

HEC students interview big bosses

PATRICK POUYANNÉ

> 3,403 views

XAVIER NIEL

> 2,179 views

- What's to come -

A SPECIAL EDITION
100% IN ENGLISH

A SERIES OF
ORIGINAL PODCASTS

Life plans, new dimension

No more career plans, today it's all about fulfilling yourself through the life paths you choose to build for yourself. This is valid both professionally and personally. On these paths, whether they are completely straight-forward, with ups and downs or convoluted, it is important to be guided in order to reach the top of your own summits. It is from this conviction that HEC Life Project was born.

Your Life Project

In 2019, HEC Alumni launched a new service offering dedicated to your life projects (much more than a career!). This is rooted in the needs expressed by our alumni, an essential step to offer close and understandable support. It's simple, all aspirations and desires are there, so that everyone can find **their own path**.

In 3 words

Build

Training to help you identify the path that best suits you.

Inspire

Meetings with personalities with extraordinary backgrounds to continue to innovate.

Develop

Practical advice to help you develop your potential and realize it.

“ When all is said ! ”

The HEC Life Project service offering was brought to our attention by alumni. We listened to over 1,000 Alumni, compiled, reviewed and understood their needs in order to prescribe a whole range of personalized services that meet expectations. Always with the standards and excellence that are our trademark !

Stéphanie Pfeiffer, (H.15)
Life Long Learning Project Manager, HEC Alumni

Inspirational encounters

On September 16, 2019, the Rare Professions night brought together cabinetmakers, bronzers, sculptors, upholsterers... so many craftsmen with an inspiring relationship with creation for those who want to give meaning to their profession. It was an opportunity to provide testimonials and discuss rich, diverse, enriching backgrounds, and aspects that are resolutely found in our values: excellence, entrepreneurship and transmission.

THE ERA OF CAREERS

IS OVER

Try to remember the last time you heard the phrase "to pursue a career" ... that's right, you can't.



HEC Pulse Scores

1,600
active members

210
active mentor-
mentee pairings

1,400
flash mentoring sessions

3
mentoring
programs

Something to draw on!

With the launch of HEC Pulse in June 2019, HEC Life Project offers alumni the opportunity to meet directly and individually with inspiring people to evoke a path we want to take or we not yet imagined taking. It is also a place for intergenerational solidarity: mentoring means giving your time to help a young person experiencing difficulty or a graduate who expresses the need for guidance. In fact, to build, to be inspired, to develop is also to discover oneself!

A 100% win-win program for mentors and mentees. The former discover, listen, provide direction; the latter meet international leaders in their sector or those opening up to other horizons.

“ What has been said during the workshops ”

"Excellent opportunity to know other corporate cultures."

"Exceptional place, friendly atmosphere, the professionals present were accessible and attentive. The interventions were of high quality."

Radiant perspectives

In 2019, we organized the first HEC Life Project Festival: an inspiring evening of workshops and meetings covering meaning at work. On the program: sharing of "best practices", pitches, short workshops and "flash coaching" sessions.

[Read more](#)

HECPULSE

Infinitely boosted

2019 marked a turning point in the way HEC Alumni was funded, and in the engagement of our alumni community. Lifelong memberships, creation of the first HEC Alumni investment fund, and new digital services, all of this has accelerated the development of the HEC brand and its influence.

Go-ahead

The Infinity Pass, our lifetime membership fee, was launched in January 2019, and many of you, in France and around the world, have chosen this membership... for life.

Thank you! This valuable commitment allows HEC Alumni to design innovative tools and services that fully meet your needs and to increasingly assert the position of the HEC brand. And let's not forget, the membership fee simply allows the association to exist.

Infinitely committed

more than **10 500**
INFINITY PASS
subscriptions in December 2019

“When all is said—

Our service offering has been thoroughly redesigned to fully meet the aspirations expressed by our alumni, and to create a strong and consistent brand.

Géraldine Pauty,
Marketing & Services Director, HEC Alumni

”



Digitization continues

In 2019, the digitization of all of our tools and services accelerated further. The goal: to make our offer accessible to our entire community.

The 1,200 HEC Alumni volunteers in France and around the world can now create and manage, in complete autonomy, the content, communications, events intended for their HEC Alumni Club or Chapter. All you have to do is see the richness of the agenda on our website and discover the full extent of our network's vitality !

And with an increasingly qualified CRM database, each graduate is informed of the services, content and events corresponding to his/her interests.

TOP

2019 Awards

- **HEC Paris ranked #1 Business School in Europe** by *The Financial Times*
- **HEC Paris Executive MBA ranked #1** by *The Financial Times*
- **HEC Alumni ranked #1** by *The Economist*

“When all is said !—

Our tradition "Learn to dare" dating from the creation of the Entrepreneurs Major by Robert Papin in 1978, continues!

Frédéric Jousset (H.92)

”

In motion

After the impetus given to the creation of **HEC Life Project**

Marguerite Gallant (H.03)

replaced

Jérémy Bas (M.12)

as Executive Director of **HEC Alumni** in January 2020.

ZOOM



1st HEC Alumni investment fund

With the largest incubator at Station F and a dynamic community of 60,000 alumni, all that was needed was a funding springboard for our young entrepreneurs, based on the model of the funds proposed by major American universities. Enter HEC Ventures: a fund to capitalize on the talents of our ecosystem !

Trusted partner

Idinvest Partners, an innovation capital specialist recognized for its ethics, the transparency of its management and its performance history in this asset class, is supporting us in the HEC Ventures adventure.

Entry key

€10K

discover HEC Ventures on hecalumni.fr

A team that is there for you

HEC Alumni Association Team



The Committee

Frédéric Jousset (H.92) *President of HEC Alumni and Vice President of the HEC Foundation*

Sumeet Anand (H.94)

Nicolas Boukather (M.07)

Dimitri Boulte (H.01)

Audrey Brugère (H.04)

Laurent Delporte (M.01)

Franck Fournol (H.72)

Anne Frisch (H.87)

Nathalie Gaveau (H.99) *Vice President of HEC Alumni*

Pierre Jenny (H.84)

Arnaud Joubert (H.98) *Treasurer*

Emilie Korchia (EM.15)

Évelyne Kuoh (H.84)

Elisabeth Laverge (HJF.75)

Benjamin Leiba (H.13)

Timo Marquez (MBA.16)

Emmanuel Miquel (H.06) *Vice President of HEC Alumni*

Isabelle Proust (H.93)

Coralie Renard (H.11)

Flore des Robert (H.04)

Hortense de Roux (H.05)

Eric de Rugy (H.75)

Peter Todd *Dean of HEC Paris*

Olivier Sevillia (MBA.90) *President of the HEC Foundation*

Members of the Board

President

Frédéric Jousset (H.92) *President of HEC Alumni*

Vice-President

Olivier Sevillia (MBA.90) *President of the HEC Foundation*

Vice-President

Nathalie Gaveau (H.99) *Elected Member of the Committee*

Vice-President

Emmanuel Miquel (H.06) *Elected Member of the Committee*

Treasurer

Arnaud Joubert (H.98) *Elected Member of the Committee*

Dimitri Boulte (H.01) *Elected Member of the Committee*

Audrey Brugère (H.04) *Elected Member of the Committee*

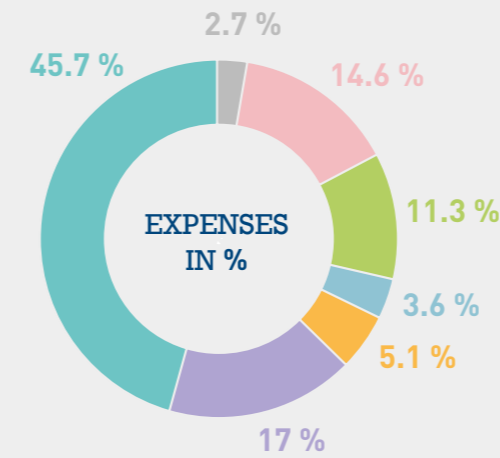
Flore des Robert (H.04) *Elected Member of the Committee*

Marguerite Gallant (H.03) *Managing Director of HEC Alumni - Permanent guest of the Executive Board*

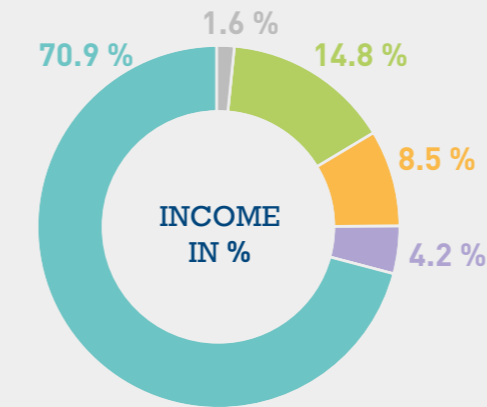
Emilie Korchia (EM.15) *Elected Member of the Committee*

Peter Todd *Managing Director of HEC Paris - Permanent guest of the Executive Board*

Closing out the decade at the top!



EXPENSES (in €k)	CHARGED 2019
Staff	1,704
Magazine/Directory/Marketing/Com	633
Information systems	189
France & International Network	133
Events	422
Other expenses (HEC Life Project/Careers, administrative)	546
Depreciations/provisions	102
TOTAL	3,729



INCOME (in €K)	CHARGED 2019
Membership fees	4,146
Magazine Subscriptions	246
Advertising	500
Other income (HLP/Careers, network, Foundation membership fees, financial income)	865
Provision reversal	94
TOTAL	5,851

Surplus 2,122

Find us !

Online

www.hecalumni.fr

In Paris

9 avenue Franklin Roosevelt
75008 Paris, France +33 1 53 77 23 23
accueil@hecalumni.fr

Reception from 8 a.m. to 8 p.m.
(6 p.m. on Friday),
*co-working space during the day and
cocktails in the evening*

On social media



On the Campus

1 rue de la Libération
78350 Josas, France

At Station F

Incubateur HEC
Station F
55 boulevard Vincent Auriol
75013 Paris, France



They participated in this report - THE WHOLE HEC ALUMNI TEAM -

General Management

Marguerite Gallant (H.03) - *Executive Director*
Sophie Bonn-Cleret - *Management Assistant and Large Events*

Content (HEC Stories, Social Media, HEC Mornings, H Hour)

Arthur Haimovici - *Director of Content & Events*
Editor-in-chief of HEC Stories
Flavia Sanches - *Deputy Editorial Manager*
Lionel Barcion - *Editorial secretary - Editor Alumni Journal*

Administration & Logistics

Sandra Bantwell - *Accounting, Administrative and Logistics Director*
Claudette Couffi - *Logistics & Network*
Eric Viallatoux - *Logistics & Network*

Marketing, IS & Life Project

Géraldine Pauty - *Marketing Services Director*
Annick Drouet - *Database Manager*
Aurelia Pietka - *Head of Digital Projects*
Astrid Veyrat - *Marketing Campaign Manager - Network and Group*
Stéphanie Pfeiffer (H.15) - *Life Long Learning project manager*
Marine Homo - *Career Project Manager*

Network (Clubs, Hubs, Chapters, Graduating Classes, etc.)

Janet O'Sullivan - *Network Director*
Laurence Rolland - *Network Manager - Clubs & Graduating Classes*
Alyssa Dominion (MBA.18) - *Network Manager - UK Chapter*
Léa Pasedeloup - *Network Manager - Chapters & Clubs*

HEC Ventures

Antoine Loiseau (H.19) - *Project Manager HEC Ventures*