

HEC  
PARIS  
ALUMNI

TOWARDS A  
**MORE PERSONALIZED,**  
**MORE DIGITAL &**  
**MORE INTERNATIONAL**  
RELATIONSHIP

**2017 ACTIVITY REPORT**

## On the agenda

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# 2017: THE CHANGING FACE OF HEC ALUMNI



*In 2017, HEC Alumni continued its drive for renewal initiated in previous years. Some of this year's projects will have a long-term impact on the life of the Association, while others have had immediately discernible effects.*

*Among these, the renovation of our Paris premises on Avenue Franklin Roosevelt, a project that has excited everyone who has visited. More welcoming and more user-friendly, like the new co-working areas that are popping up all over the world, this open space allows Alumni of all generations and horizons to come work, meet, get together, have a drink and organize events in the heart of Paris.*

*This year also saw the appointment of a new Executive Director, Jérémy Bas (M.12), 31 years old, former President of our Young Graduate club (JDH), whose energy and generosity are already perceived as extremely positive by our community.*

*It is therefore with a rejuvenated face, a renewed sense of dynamism and a state of mind resolutely turned towards the notion of service to graduates that we have launched two projects this year that are fundamental to the future of our Association.*

*First the HEC Factory, a project centered on opening a large space shared with the School and the Foundation, took a leap forward with a strong mobilization of the Campus and several key personalities committed to HEC. We were very close to concluding a contract, with negotiations advancing forward for a 7,000 m<sup>2</sup> space at Porte Maillot. Unfortunately, a final offer from WeWork, a giant against which it would not have been reasonable to outbid, won out in the home stretch. Regardless, I am confident about the upcoming completion of this project we have been working on for more than 2 years.*

*The other major topic of the year was the preparation, in close connection with the School and the Foundation, of the transition to a lifetime membership - which will remain optional for Alumni, just like the alumni associations from major international business schools.*

*With this transformation, the Association will provide support to each graduate for the rest of his or her life, while only having to pay a once-off membership fee. This will enable the Association to offer new services to these alumni, for example the opportunity to return to the campus for 2 free days of training. Resources will be prioritized to develop the activity of the Association in major chapters around the world, 50% of graduates who leave the campus each year are now non-French.*

*These transformations marked 2017 - a year in which we invested in IT, CRM and data to prepare for the future. These significant investments were fully funded and the careful management of the Association supported this transformation while generating a small surplus.*

*Lastly, thanks to the sustained activity of the 1,200 volunteers of our community and our permanent staff, whom I would like to personally thank warmly, more than 1,000 events over the course of the year have enabled our Association, ranked by *The Economist* as the second most active among international business schools, to strengthen the bond and values that bring us together.*

**Emmanuel Chain (H.85)**  
President HEC Alumni





# DIGITAL IN 3 LETTERS: C.R.M.

Since 2017, HEC Alumni has laid the groundwork for a personalized relationship with each alumnus. This involves the digitalization of services and tools, a better understanding of our alumni, and more targeted discourse. Focus on the implementation of the the alumni CRM.

## Tailored to individual needs

Students, recent graduates, experts, seniors, alumni in France and around the world... each HEC alumnus has different professional needs. Our mission, as an association serving the HEC community, is to support everyone as best as possible.

A CRM solution makes it possible to better know our community, to identify its needs and to better answer these needs. The tool also allows each alumnus to have control of his/her relationship with the HEC brand: choice of favorite content, setting the frequency of communications and reception channels.

**WELCOME!**  
Dear Géraldine,  
We mentioned our relocation a few weeks ago... it's now ready. Our - AND your - freshly renovated facilities located at 3, Avenue Franklin Roosevelt, await your visit! It will be our great pleasure to welcome you there.  
To take full advantage of HEC Alumni's services and of this new space for your meetings, alumni get-togethers or simply for a coffee, **don't forget to become a fee-paying member.**  
There will be a housewarming party on February 12 to thank you and celebrate this new space together. If you're in the area, come join us!

**CONTRIBUTE AND GET INVOLVED**

**C'EST L'HEURE DES BONNES RÉOLUTIONS !**  
Bonjour,  
Cette année, comme vous le savez, nous sommes #TousEngagés et vous attendons pour commencer le beau programme de 2018 :  
Plongez dans l'actualité économique, sociale et entrepreneuriale française et internationale grâce à la Revue HEC, aux Matins HEC, à l'Heure H... disponibles aussi sur notre chaîne Youtube.  
Restez connecté(e) avec près de 60 000 diplômés HEC prêts à vous conseiller, vous orienter, et vous recommander.

**ILS SONT TOUS LÀ,**  
Bonjour,  
Vos 60 000 camarades diplômés d'HEC vous attendent sur le Réseau. Pour rester en contact avec eux en continu, activez votre cotisation 2018, en cliquant sur le lien ci-dessous.  
**COTISER ET S'ENGAGER**  
En cotisant dès aujourd'hui, votre accès à l'Annuaire HEC et l'ensemble des autres services sont maintenus, alors profitez-en ! C'est l'occasion de rester en contact avec des responsables de grandes

**A new graphic and editorial tone!**

**ABOUT**  
CRM is the acronym for *Customer Relationship Management*. CRM tools make it possible to better know the audience of a company, to target the actions and to respond in a way that is adapted to the needs expressed. Beyond performance, it's about creating a lasting relationship!

## The CRM program in 4 stages





## CAREERS

# PERSONALIZED SUPPORT



*In 2017, the Association continued to beef up its Careers offering innovative and resolutely digital tools. Personalized support, both human and digital, which can benefit nearly 60,000 alumni in France and around the world.*

### 100% human: meet as often as possible

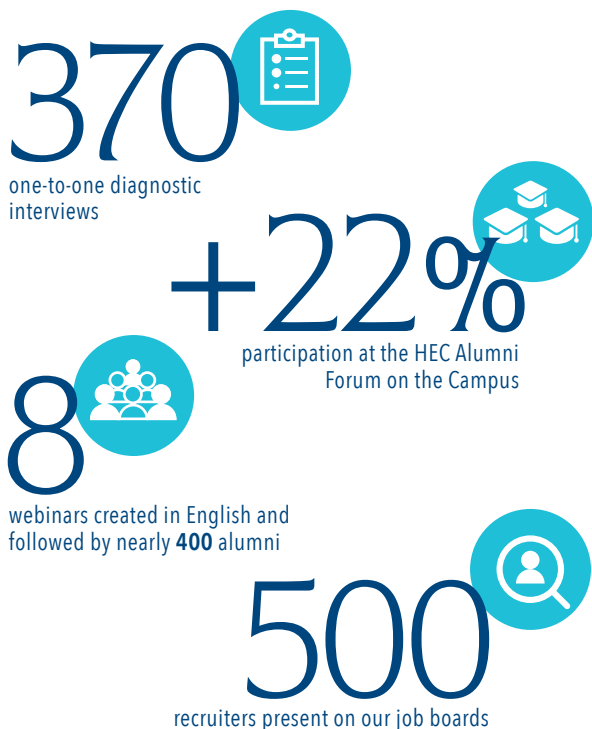
Career services and tools continue to be very successful. Headlines from 2017:

**Launch of the Station F Careers program** with 3 workshops:

- Sprint@StationF HEC Incubator Techniques for Entrepreneurs & Intrapreneurs
- PitchMasterclass *How to be positioned as a champion*
- Kick-off Workshop *What kind of digital marketing will develop my business*

**25 career management interviews** led by Alain Nebout at Station F on entrepreneurship/intrapreneurship topics, creation of start-ups, return to the world of being an employee.

### Scores for the year



# “

We set the stage for a new Careers offering, more digital, more international, built around an excellent mentoring program.

**Alain Nebout**  
HEC Careers Director

### 100% digital: meet at any time

In 2017, HEC Alumni & WATs4U job boards proposed more than 50,000 job offers to alumni in France and around the world.



**Webinars in English** were organized in partnership with HEC Paris Executive Education.

#### Top 3 most followed:

- *Reinventing your business model: Odyssey 3.14*
- *The customer experience in the luxury sector*
- *Entrepreneurship: Success based on the alchemy of the management team*

Discover Career News on our website [HECALumni.fr](http://HECALumni.fr)





## INTERNATIONAL

# ALWAYS THERE, EVEN FROM AFAR

*Today, 50% of students on the Campus or completing a HEC degree program are not French. This is a sign of the true internationalization of the HEC brand to which HEC Alumni must respond in terms of tools, services, and unity of the community.*

## Synergy at the service of our international community

2017 signals the desire for even closer coordination between HEC Alumni, the School and the Foundation. The **75 chapters** present all over the world work in this direction, as well as the **volunteers** who promote the HEC brand in France and around the world.

### IT HAPPENED, RIGHT OUTSIDE YOUR DOOR!

#### HONG KONG - JAN. 2017

Peter Todd and the Hong Kong HEC community celebrated the launch of M2M with the Hong Kong University of Science and Technology (HKUST).

#### NEW-YORK - MAY 2017

Launch of the new double degree in partnership with Yale School of Management. This new program named M2M will welcome students from the start of the 2018 school year!

#### LONDON - MARCH 2018

HEC UK Gala Dinner at the prestigious Victoria & Albert Museum. The HEC UK community was brought together by Frédéric Jousset (H.92), Co-founder and CEO of Webhelp.

### WELCOME

In 2017, a new member was elected to the HEC Alumni Committee: Mehdi El Amine Fichali, President of the Chapter Gulf Cooperation Council. An election that further boosts the internationalization of our community.



## THEY TALK ABOUT IT

For me, the values of HEC are community, friendship, meeting together and optimism! In San Francisco, I find all that. We are a group of old and new HEC alumni, settled here or passing through, and we often meet to hold discussions, undertake and support the HEC community on the West Coast.

**André Haddad (H.95)**  
CEO of Turo

The Shanghai HEC Alumni community is very cosmopolitan, and it's a real wealth of opportunity! We all share this very strong sense of fellowship, and being part of one big family. This is the strength of the HEC network: our ability to learn from others is infinite!

**Wayne Wang (E.10)**  
President and CEO of CDP Group Ltd

Find the *When All is Said* videos of Wayne and André on the HEC Alumni Youtube channel 

## Success stories



## TRANSFORMATION

# HEC FACTORY: STAGE 2



Everything is clear for this second stage. One: new start-ups are welcomed at Station F. Two: entrepreneurship and innovation are more than ever at the heart of the HEC ecosystem. Three: the recently renovated offices of HEC Alumni welcome you in the heart of Paris!

### Corporate minds and innovative ideas at Station F

Since July 2017, the space dedicated to the HEC incubator installed at Station F has increased threefold, which is to say it is a success! As proof, today the HEC Factory is the largest external partner of Station F, with projects ranging from **insurance** to **education** and **fashion**. HEC Alumni also organizes special events for our entrepreneurs and intrapreneurs!

### Welcome to your home!

Our Parisian offices have been redone. You are welcome to work, to have a coffee and to meet with the team, or to take a break during a stop in Paris.



 **over 500**  
applications received

 **73**  
projects in incubation

 **6%**  
selectivity rate

 **20**  
business sectors represented

 **over 10,000**  
people from the HEC network and outside  
approached within the framework of the incubator

**“ WHEN ALL IS SAID**

Our goal: mobilize the entire HEC ecosystem around entrepreneurs to enable them to achieve in 3 months what they could not have achieved alone in 1 year. We also support these future leaders in the long term, until their international development.

**Antoine Leprêtre**  
Head of HEC Incubator

Find the video *When All is Said* of Philippe Meyralbe (M.05), Product of the HEC Incubator Program at Station F and CEO of Advitam.fr 



## CONTENTS

# SHARED ANALYSES AND EVENTS

2017 was a year with high-level HEC Alumni events and editorial content. Have a look at some key moments.

## An appreciated magazine

### TOP 3 HEC - HOMMES & COMMERCE 2017

#381

LUMIÈRE SUR LES SHADOW COMEX  
RENCONTRE AVEC ROLAND BERGER  
FINTECHS : L'ÂGE DE LA MATURITÉ?  
ENTRETIEN AVEC PASCAL CAGNI  
**LE BUSINESS FRANCE (RE)DÉCOLLE**

*Business is coming (back) to France, it's Pascal Cagni who told us!*

#380

LA STATION F VUE DE L'INTERIEUR  
HEC IN ENGLISH  
NEW SECTION  
**LES HEC AU POUVOIR**

*Immersion in the HEC Incubator at Station F, this flagship of innovation and entrepreneurship.*

#379

CHRISTEL BORIES (H.86)  
CAPITAINE D'INDUSTRIE  
COMMENT LES VILLES SE TRANSFORMENT  
MANAGERS, DÉVELOPPEZ VOTRE "INTELLIGENCE SITUATIONNELLE"  
MONTESSORI, STEINER, FREINET  
**CES ÉCOLES QUI RENDENT HEUREUX**

*Reinventing Education to provide students with the means to express their full potential: Montessori, Steiner, Freinet..*

### SPEAKERS OF 2017:

- Paul Hermelin, CEO - Capgemini
- Laurent Berger, Secretary-general - CFTD
- Gilles Pélisson, CEO - TF1
- Stéphane Richard, CEO - Orange
- Laurent Mignon, Director-general - Natixis
- Michel Combes, CEO - Groupe SFR
- Jean-Marc Janailiac, CEO - Air France-KLM
- Patrick Pouyanné, CEO - Total
- Patrick Kron, former CEO - Alstom

### Scores for the year



### IN PERSPECTIVE

Currently, we are redesigning the magazine to bring it even closer to you - the graduates. Three lines of action were retained in our reflection. A magazine that is:

- more** human and experience-based
- more** in tune with our international community
- more** digital and shareable
- more** bilingual content





## Live Tweets

### MAJOR SUCCESS FOR OUR EVENTS IN PERSON, AND ON OUR SOCIAL NETWORKS!

**Janet O'Sullivan**  
@janetosullivan2

@HECParis' Wintegreat project is looking for alumni to act as mentors for refugees rebuilding their lives in France (2-3 meetings a month). For more information, please contact charlotte.oulerich@hec.edu for further details. #HECALumni @HECALumni #TousEngagés #AllIn

11:01 - 14 nov. 2017 - Paris, France

♥ 8 Voir les autres Tweets de Janet O'Sullivan

**Wintegreat**  
ACCELERATING PEOPLE

The program to breathe new life into refugees' professional projects.

- LESSONS**  
12 weeks intensive classes
- SUPPORT**  
Be inspired, supported to resume your career path
- NETWORK**  
hosted within higher education institutions

**WANT TO JOIN ?** [hec@wintegreat.org](http://hec@wintegreat.org)

**#HECALumni**

**HEC PARIS ALUMNI** @HECParis

Who are the top 3 highest-ranked alumni networks at #bSchools? [economist.com/whichmba/mba-r...](http://economist.com/whichmba/mba-r...)  
@TheEconomist cc @HenleyBSchool @HECALumni @INSEAD

17:30 - 21 mai 2017

♥ 8 Voir les autres Tweets de HEC Paris

Who you know, not what you know  
The 15 highest-ranked alumni networks at business schools  
[economist.com](http://economist.com)

**HEC PARIS ALUMNI** @HECParisMasters

Our panel of HEC Alumni tell us about the digital transformation's impact on marketing innovation and entrepreneurship #HECALumniForum [pic.twitter.com/qWVx5wdKu2](https://pic.twitter.com/qWVx5wdKu2)

15:28 - 18 janv. 2017 - Jouy-en-Josas, France

♥ 2 Voir les autres Tweets de HEC Paris Masters

**#liveTweets**

## Remarkable debates

### TOP 3 SPEAKERS AT H HOUR



**Antoine Petit, Director of CNRS, former CEO of Inria** was the H Hour guest in October 2017. On the agenda: *"Is artificial intelligence a chance for our future?"*. He raised some key topics (health, transportation, broadcasting ...) which could be completely changed by artificial intelligence.



**Monique Canto-Sperber, Philosopher, Former Director of École Normale Supérieure** was an H Hour guest this year. On the agenda: *"The Oligarchy of Excellence"* or how new institutions and training goals more in tune with current realities could remedy this so French form of oligarchy?



**Brice Lalonde, President of Eden, former of Minister of Ecology**, was the H Hour guest in December 2017. On the agenda: *"Business and climate"* or what is the place of business in the fight against climate change?



## VOLUNTEERS

# 1,200 VOLUNTEERS AT WORK

*Dynamic and animated clubs, class reunions: this year again, volunteers encourage us to surpass ourselves!*

### Celebrating class reunions

Beyond galas, conferences, after work events, workshops and trips, 2017 was the year of strengthening links between members of the same class, in France and around the world. The creation of a global HEC Alumni network (after our teams working on the French and international communities merged) and the involvement of our 1,200 volunteers helped to organize and coordinate:

over 1,000 events in 2017

1<sup>st</sup> Milestone MBA class reunion co-organized with the School on Campus. 180 participants in 2017.

26 leisure clubs

28 regional clubs

#### ON THE MOVE!

**The Association assists Class Delegates** in the organization of class anniversaries.

**Launch of HEC clubs in Companies** with: Engie, Thales, Société Générale, Eurogroup Consulting, EDG, and many more to come.

**Creation of new theme-based clubs:** one dedicated to watchmaking and the other to the piano. Together, they already have nearly 400 members. Bravo!

**A new club** was created in Los Angeles!

#### HOW TO BECOME A VOLUNTEER?

To contribute to a volunteer activity or propose new areas of development within the Association (Clubs, Hubs, Chapters), contact Astrid Veyrat by email: [astrid.veyrat@hecalumni.fr](mailto:astrid.veyrat@hecalumni.fr)



## MEMBERSHIP FEE

# THANK YOU FOR YOUR SUPPORT!



*Many of you have actively contributed to the financing of HEC Alumni, and we thank you. Why and how to continue contributing? Your and our answers!*

### Why become a paying member?

It is thanks to your support that HEC Alumni contributes to the influence of the HEC brand, coordinates, and maintains the feeling of camaraderie between the members of our large family. Your commitment makes it possible to create services and tools exclusively dedicated to HEC alumni, to organize events, as well as class reunions.

### How to subscribe?

To take full advantage of HEC Alumni services, you can subscribe as you wish.

#### 1 Online

By visiting the [Subscribe](#) section of our website.

#### 2 By mail

By [downloading the subscription form](#) and by writing your check payable to HEC Alumni, without forgetting to specify your full name and your graduating class.

**Send this form to:** HEC Alumni, 9 avenue Franklin Roosevelt, 75008 Paris - France.

#### 3 By transfer

By **choosing the desired amount**, and by selecting bank transfer payment to display HEC Alumni's bank details.

#### 4 By direct debit

By [downloading the direct debit form](#), completing it and sending it to HEC Alumni accompanied by your bank details.

## “ THE WORD OF ALUMNI

I feel that I have to support the school and the alumni network continuously and not only when I need it.

I subscribed for the network and for the spirit of belonging.

Comments gathered by our volunteers

We are currently considering a form of lifelong membership for more simplicity and visibility.

**Jérémy Bas**  
Executive Director, HEC Alumni







## GOVERNANCE & TEAM

# AN ENGAGED TEAM AT YOUR SERVICE!

*In 2017, the entire HEC Alumni team was at your service.  
Discover their missions and the directory.*

### The Board



**Emmanuel Chain (H.85)**  
PRESIDENT  
Vice President - HEC Foundation



**Bertrand Léonard (H.85)**  
VICE PRESIDENT  
President - HEC Foundation



**Ludovic Guilcher (H.97)**  
TREASURER



**Peter Todd**  
DEAN - HEC PARIS



**Nathalie Gaveau (H.99)**  
HEC EESC ADMINISTRATOR



**Anne Frisch (H.87)**  
CO-CHAIR OF THE INTERNATIONAL  
COMMISSION - HEC ALUMNI



**Benjamin Leiba (H.13)**  
PRESIDENT OF THE HEC INCUBATOR CLUB  
AND PRESIDENT OF THE YOUNG  
ENTREPRENEURS CLUB



**Sabine Picard-Hillenmeyer (H.88)**  
Elected Member of the Committee

The Board comprises 8 elected members of the Committee and meets every month to manage the Association's work, based on suggestions from the permanent teams and volunteers.

Guest members included Barbara de Colombe, Sophie Gautié (H.86), Sylvie de Vésinne-Larüe (H.86), Eric de Rugy (H.75), Carole Ferrand (H.92) and Gérard Russeil (E.99).





## 2017 Committee

Emmanuel Chain (H.85), *President*  
 Laurent Delporte (M.01)  
 Laurent Didier (H.79)  
 Mehdi El Amine Fichtali (H.01)  
 Anne Frisch (H.87)  
 Elodie Gaussares (H.03)  
 Nathalie Gaveau (H.99)  
 Hao Guan (MBA.87)  
 Ludovic Guilcher (H.97), *Treasurer*  
 Patrick Hoffstetter (H.90)  
 Pierre Jenny (H.84)  
 Arnaud Joubert (H.98)  
 Evelyne Kuoh (H.84)  
 Grégoire de Lasteyrie (H.08)  
 Benjamin Leiba (H.13)

Bertrand Léonard (H.85), *Vice President, President of the HEC Foundation*  
 Sophie Mouterde (H.88)  
 Sabine Picard-Hillenmeyer (H.88)  
 Jean-Pierre Poncier (E.82)  
 Isabelle Proust (H.93)  
 Hortense de Roux (H.08)  
 Eric de Rugy (H.75)  
 Peter Todd, *Dean of HEC Paris*  
 Sophie Wigniolle (H.85)

One third of committee members are renewed each year. The committee comprises 24 members including 22 elected graduates, 1 School representative and 1 HEC Foundation representative.

## The permanent team



The work of HEC Alumni is made possible on a daily basis thanks to the skills of a closely-knit and helpful team.

- 1 Jérémy Bas (M.12), Executive Director
- 2 Sandra Bantwell, Administration & Accounting
- 3 Sophie Bonn-Cléret, Assistant to Executive Director & Events
- 4 Alain Nebout (MBA.87), Careers Director
- 5 Sophie Charrieau (M.98), Deputy Careers Director
- 6 Marine Homo, Jobs & Career projects
- 7 Claudette Couffi, Careers Assistant & Events
- 8 Janet O'Sullivan, Network Director
- 9 Laurence Rolland, Network - Clubs & Promos
- 10 Astrid Veyrat, Network - Clubs & Chapters
- 11 Eric Viallatoux, Logistics & Information
- 12 Fatimazahra Moraux, Director of IT and Digital
- 13 Géraldine Pauty, Director of Marketing & Development
- 14 Annick Drouet, Database
- 15 Aurélia Pietka, Webmaster, Marketing Campaigns
- 16 Arthur Haimovici, Director of Content & Events

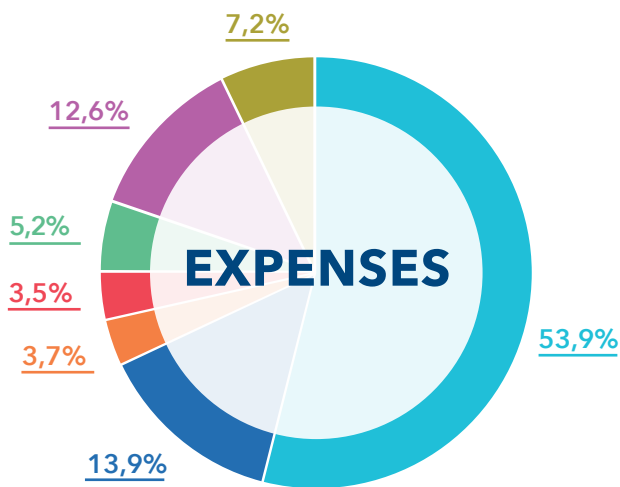




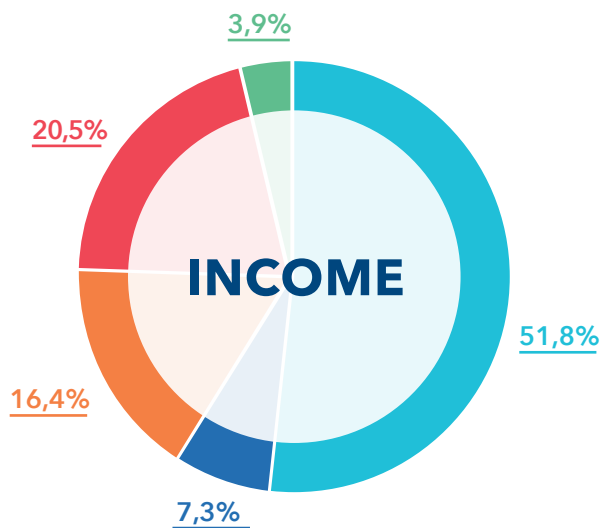
## ACCOUNTS

# A SUCCESSFUL 2017

A positive 2017. Balanced 2017 accounts made it possible to maintain IT investment to continue the digital transformation and to envisage a renovation of our premises while generating a surplus of €4,000.



Staff	1,720
Production of magazine, directory, marketing and communications projects	443
Information systems	119
France and international network	112
Events	165
Careers service, administration	402
Amortization/provisions	229
<b>TOTAL (in K€)</b>	<b>3,190</b>



Membership fees	1,655
Magazine subscriptions	234
Advertising	524
Careers, Network, Foundation Contribution, Other Products	656
Provision reversal	125
<b>TOTAL (in K€)</b>	<b>3,194</b>

**RESULT (in K€)** 4



#ALLIN





# THANK YOU TO ALL OUR ALUMNI!

Join us on social networks



**HECAlumni.fr**

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