



# HEC Alumni 2018

ACTIVITY REPORT

## EDITORIAL

### LOOKING FAR AHEAD

**T**aking a long-term look at projects. This is what guided us in 2018 and brought results. A structural movement has shaken up habits, both ours and yours. The resulting reflection and actions are a real driver for the future.

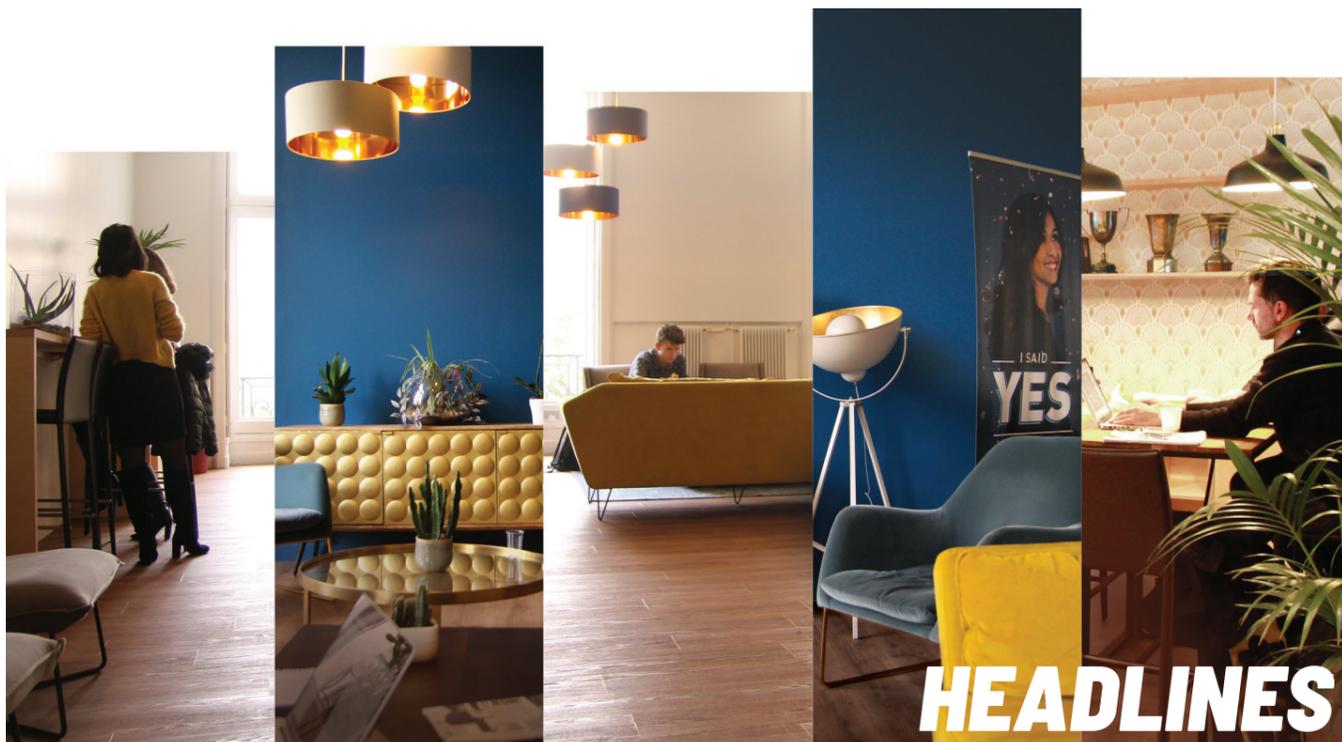
*It's simple, we have renovated, consolidated, celebrated... innovated! The proof lies in the brand new Franklin Roosevelt premises, embodying the HEC brand, a committed and engaging service charter, and more modern, digital and international content as well as events that bring together the largest number of alumni (Gala Dinner, Matins HEC, Heure H, HEC stories, etc.).*

*What a vibrant place we have: our HEC brand and our community! Vitality via the brand new membership model designed for you: the Infinity Pass. A winning model for everyone, a new offer of long-term services and pricing adapted to each individual.*

*And to announce this good news, we don't have an annual report in the formal sense of the term, but a newspaper; which is more familiar, more focused and more dynamic.*

*Admittedly at the heart of things, form and substance are important. We hope you enjoy reading it!*

*Frédéric Jousset*



HEADLINES

# High affectio

In 2018, we came up with a new form of *affectio societatis* responding to new realities, desires and needs. This has been our challenge. It is being accomplished thanks to both our and your commitment alike. The HEC brand grows stronger as you sign up for lifetime membership with the Infinity Pass!

## HEC Alumni

### SOLIDARITY, GENEROSITY, EXCELLENCE

**How does this translate into our mission? By leading the network in France and around the world, supporting graduates throughout their careers and by promoting the HEC brand through prestigious events.**

#### KEY FIGURES

Nearly **60,000** HEC Alumni in 2018, including **12,000** abroad

“A little bit of context...”



Major international schools such as Stanford, Harvard, Yale, Cambridge and Berkeley have also opted for the lifetime membership model. We have joined the movement.





## A DETAILED BREAKDOWN OF THE YEAR

# Diversity, our intergenerational nature, openness, excellence: *we can be proud of it all!*

- ▶ Various degree levels: MBA, EMBA, Grande École, Masters, Executive Masters
- ▶ All ages: **graduating class ranging from 1939 to 2018**
- ▶ **Nearly 12,000** not French graduates living around the world: UK, USA, Germany, Asia, Africa
- ▶ 1 out of 2 students are not French (90% for the MBA program)
- ▶ More and more **double degrees**
- ▶ Masters available **online** or around the world
- ▶ Opening of the first HEC Alumni office abroad (London) and the Alumni House in Beijing (China)

## *In 2018!*

Working on a new lifetime membership model also meant developing about a new, attractive and evolving service offering for all graduates.

### 1 New resources

- To start reinforcement of teams in the UK and the USA Chapters
- Support for the local organization of international events
- Creation of spaces to work and get together, like the Parisian lounge

### 2 New services

- Continue your education at school or online with Lifelong Learning.  
How does it work? Benefit from 1 to 3 days of training offered by **HEC Executive Education**, and/or access the **best online training courses** on the My MOOC platform
- Enjoy a 50% discount on all **HEC Alumni Career seminars and workshops**
- Avail of one of the **300 face-to-face or Skype career interviews** at your disposal
- For 2 years, receive the new HEC Stories publication

- Discover many other services such as language exchanges between children from the families of our alumni designed by *World is a village*, or expatriation support with our partner *GoinGlobal*, etc.

We continue to extend the influence of the HEC brand, in particular by strengthening the link between **the Association, the School and the Foundation**, but also by forging partnerships beyond our walls. This is the case with the launch of HEC Pulse, the new mentoring platform, which will be up and running in the second quarter of 2019 or **Switch Collective**, a program for all those wishing to jump in and give meaning to their work.

It is with this same spirit of openness and collective enrichment that we conceived the *From start up to scale up, a question of ambition? Or how to create unicorns in Europe?* symposium in partnership with **École Polytechnique**. It brought together nearly 300 participants in November 2018, a proof that the momentum is definitely headed in the right direction!

## Concept

*Lifelong Learning goes beyond the idea of continuing education. This concept describes the need to continually update your intellectual and human skills in a world that is changing at an exponential rate.*

*In this evolving context, the role of the Careers Department is to properly equip our alumni for an increasingly complex world, by offering them services and meetings at each pivotal moment of their professional and personal life.*

**MERCI !** After 20 years at the helm of the Careers Department, Alain Nebout (MBA.87) retired. He still remains an active part of the Association by conducting Career interviews on Mondays and Tuesdays.

# WE HAD TO DARE...



In 2018, we welcomed some exceptional speakers. First, Yves Coppens, Raphaël Glucksman and Nicolas Lerner were at the **Heure H**. The first took us in search of the origin of the human race, the second wondered if France was experiencing a hangover, and the last gave an overview of the missions and trades of the French Directorate-General for Internal Security, informing us about issues concerning the fight against Islamic terrorism, counterintelligence and the protection of French economic interests.

During our **Matins HEC**, we welcomed Pierre Moscovici (European Commissioner), Jacques Aschenbroich (CEO of Valéo), Éric Lombard (H.81) (Chairman of La Caisse des Dépôts et Consignations), Pierre-André de Chalendar (CEO of Saint-Gobain), Henri Giscard d'Estaing (CEO of Club Med), Frédéric Oudéa (CEO of Société Générale), Arthur Sadoun (Chairman of Publicis) and Alexandre Ricard (CEO of Pernod Ricard). In terms of international faces, we welcomed Thomas Enders (former CEO of Airbus) and Hubert Joly (H.80) (CEO of Best Buy).

**What an honor to share these special moments with you surrounded by the leaders, entrepreneurs, thinkers and opinion leaders of today's world!**

## CONGRATULATIONS

**1,605 likes**

for the LinkedIn post in which Victor Lugger (H.08), co-founder of Big Mamma, presents the new restaurant *la Felicità*

**1,925**

participants at *Matins HEC*, in person and online

**67 years**

of *Hommes & Commerce* magazine, the last issue of which was published in December 2018

Launch of the new HEC publication in 2019 boasting content that is **more** human

**more** connected with our international community

**more** digital and shareable

**more** bilingual

## WE WERE THERE

This year, while there were fewer events organized, we had more participation than ever! Across the globe.

**+30%** on average participation in 2018 vs. 2017

**2 times more** events abroad in 2018 vs. 2017, including **Global MBA Afterworks** with 560 participants in 50 cities

**580** events in France including the Welcome weekend: over 100 alumni welcomed more than 200 foreign students to their home to experience French hospitality

**40** class reunions

**100** year anniversary of the death of Roland Garros (Class of 1908)

## Welcome to our new clubs

Spiritualities, Blockchain, Leisure & Nature and independent Consultants and Experts, these are the 4 professional and leisure clubs created by the HEC community in 2018. Find them on our website and don't forget to sign up to stay informed of their news.

And what's more, we are proud to add Kenya and Toronto to our chapters! Coming soon: Egypt, Qatar, United Arab Emirates, Saudi Arabia, Kuwait, Oman and many more. *Welcome!*

## WHEN ALL IS SAID!

By launching a search with the word "piano" in the alumni directory, we obtain 377 names. It is on this basis that I proposed to create the HEC Piano Club in January 2017.

We have since proposed a monthly event to our members such as HEC-Steinway Meetings in the salons of Steinway, private parties gathering around 50 people around a young artist, the creation of an annual piano recital on the HEC Campus, participation in outdoor concerts, always offering an exclusive "plus" for our members, such as a privileged meeting with the concert performer after the recital, access to exceptional events, such as the private recital of Lang Lang at the Philharmonie on April 16th, where 150 alumni were present thanks to our partnership with Steinway.

**Jean-François Mazelier (E.95)**  
President of HEC Piano Club





## Committee

### Frédéric Jousset (H.92) - President and Vice President of the HEC Foundation

Nicolas Boukather (M.07)  
 Dimitri Boulte (H.01)  
 Audrey Brugère (H.04)  
 Laurent Delporte (M.01)  
 Mehdi El Amine Fichtali (H.01)  
 Franck Fournol (H.72)  
 Anne Frisch (H.87)  
 Nathalie Gaveau (H.99) - Vice President  
 Hao Guan (MBA.87)  
 Stanislas Guérini (H.06)  
 Ludovic Guilcher (H.97) - Vice President  
 Pierre Jenny (H.84)

Arnaud Joubert (H.98) - Treasurer  
 Emilie Korchia (EM.15)  
 Évelyne Kuoh (H.84)  
 Benjamin Leiba (H.13)  
 Olivier Sevillea (MBA.90) - Vice President - President of the HEC Foundation  
 Timo Marquez (MBA.16)  
 Isabelle Proust (H.93)  
 Coralie Renard (H.11)  
 Hortense de Roux (H.05)  
 Eric de Rugy (H.75)  
 Peter Todd - Dean of HEC Paris

## Members of the Board

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

**Vice President**  
 Olivier Sevillea (MBA.90) - President of the HEC Foundation

**Vice President**  
 Ludovic Guilcher (H.97) - Elected Member of the Committee

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

**Treasurer**  
 Arnaud Joubert (H.98) - Elected Member of the Committee  
 Jérémy Bas (M.12) - HEC Alumni Executive Director and Permanent guest of the Committee  
 Dimitri Boulte (H.01) - Elected Member of the Committee  
 Anne Frisch (H.87) - Elected Member of the Committee  
 Benjamin Leiba (H.13) - Elected Member of the Committee  
 Éric de Rugy (H.75) - Elected Member of the Committee  
 Peter Todd - Dean of HEC Paris

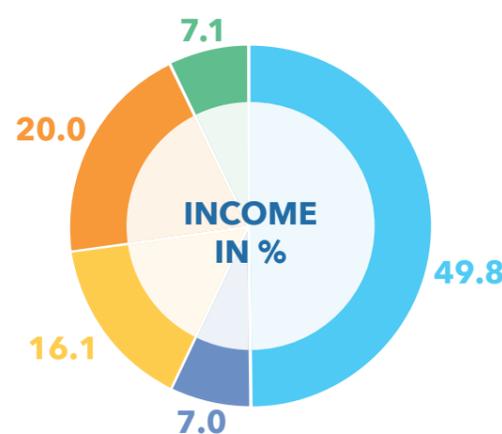
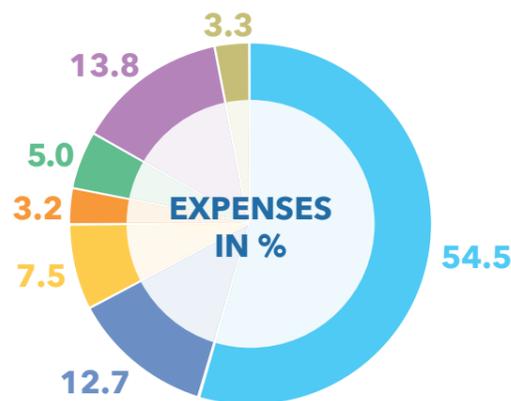
## 2018 A WELL-BALANCED YEAR



*2018 accounts balanced despite the continuity of the digital transformation and more events organized in our new premises.*

EXPENSES (in k€)	INCURRED IN 2018
Staff	1,725
Magazine / Directory / Marketing / Communication	403
Information Systems	238
France & International Network	101
Events	158
Other Expenses (Careers service, administration)	438
Amortization / Provisions	105
<b>TOTAL</b>	<b>3,168</b>

INCOME (in k€)	INCURRED IN 2018
Membership fees	1,578
Magazine subscriptions	223
Advertising	511
Other Products (Careers, Network, Foundation Contribution, Financial Products)	633
Provision Reversal	224
<b>TOTAL</b>	<b>3,169</b>
<b>RESULT</b>	<b>1</b>



## LET'S MEET

**On our website**  
[www.hecalumni.fr](http://www.hecalumni.fr)

**On social networks**

**In the lounge**  
 9 avenue Franklin Roosevelt  
 75008 Paris - France  
 +33 1 53 77 23 23  
[info@hecalumni.fr](mailto:info@hecalumni.fr)  
 Open 8:00 am to 6:00 pm (5:00 pm on Fridays),  
 co-working space during the day  
 and cocktails in the evening

**On Campus**  
 1 rue de la Libération  
 78350 Jouy-en-Josas - France

**At Station F**  
 HEC Incubator // Station F  
 55 boulevard Vincent Auriol  
 75013 Paris - France

### They participated in this issue

#### The entire HEC Alumni Team!

**Jérémy Bas** (M.12), Executive Director  
**Sandra Bantwell**, Administration & Accounts Manager  
**Sophie Bonn-Cléret**, Executive Assistant & Major Events  
**Alain Nebout** (MBA.87), Executive Career Coach  
**Marine Homo**, Career Projects Manager  
**Stéphanie Pfeiffer** (H.15), Lifelong Learning Manager  
**Janet O'Sullivan**, Network Director  
**Laurence Rolland**, Network Manager - Clubs & Cohorts  
**Astrid Veyrat**, Network Manager - Clubs & Chapters  
**Alyssa Dominioni** (MBA.18), Network Manager - Chapter UK  
**Claudette Couffi**, Information & Logistics  
**Éric Viallatoux**, Information & Logistics  
**Géraldine Pauty**, Marketing & Digital Director  
**Annick Drouet**, Database Manager  
**Aurélia Pietka**, Webmaster, Digital Manager  
**Alexandra Ouazan**, Webmaster, Multi-channel campaign Officer  
**Arthur Haimovici**, Director of Contents & Events  
**Flavia Sanches**, Assistant Editorial Manager  
**Dédé Anyoh**, Editorial Project Manager