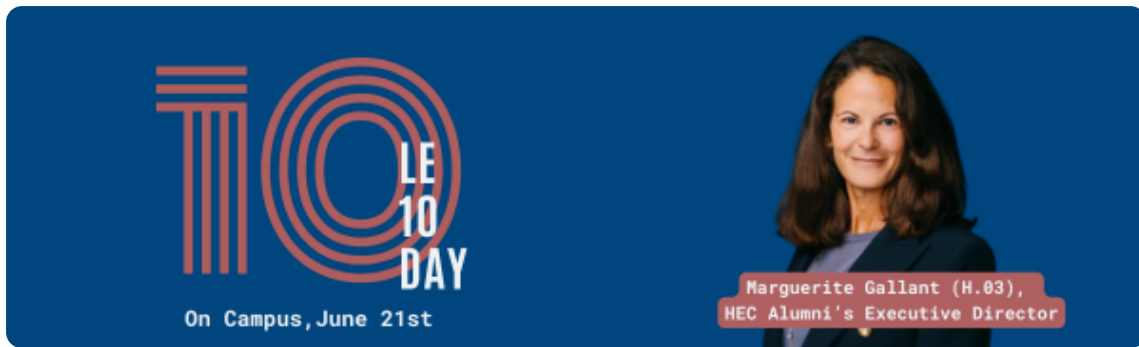




LE 10-DAY: Welcome Back on Campus!

Graduated **10, 20, 30, 40, [...], 70 years** ago? HEC has something special in store for you: 10 DAY (pronounced "D-Day").

For all those celebrating a decade since graduation, the Campus opens its doors wide for a special, inter-generational and convivial day. It's an opportunity to live the HEC experience as it is lived by students today, to get inspired (whether by the latest research work of professors, or simply by strolling through the aisles of the Campus), ... and to share your fondest HEC memories with classmates and family.

June 21, 2025 will mark the first edition of 10-Day for the classes in "**5**" - **1955, 1965, 1975, 1985, 1995, 2005 and 2015**. Next year, it will be the classes of "**6**" who will be honored, then "**7**", and so on.

So, what can you expect on 10-Day? You're invited to bring your loved ones - spouses, children, grandchildren - for a day of reunion and discovery. The program includes a tour of the campus, masterclasses with professors, sports tournaments, a garden party, a concert and a festive K'fet evening - just like the good old days.

There will be entertainment for the younger ones, and for teenagers, access to a HEC Summer School masterclass. It's an experience that may just spark a few vocations! And to alleviate logistical constraints, a shuttle service will be provided throughout the afternoon and evening to and from Paris.

[Take a look at Eloic Peyrache's video invitation!](#)

To find out more about the detailed program and access the ticket office, [visit the LE 10 DAY page on the HEC Alumni website.](#)

The 3-minute update

The Info

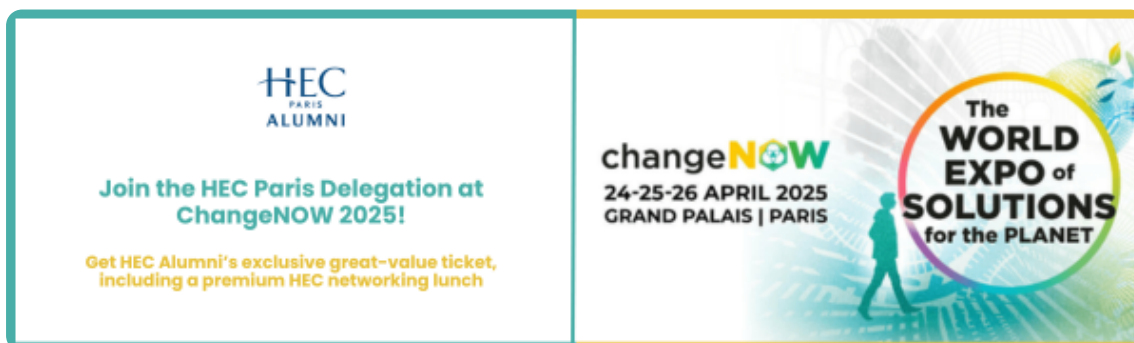


Save the date: HEC Alumni Annual General Meeting

HEC Alumni is pleased to invite you to its Annual General Meeting, a key moment to reflect on the achievements of 2024 and to share insights into the Association's current projects and future ambitions. The AGM will be followed by its Summer Party in the gardens of the Hôtel Potocki. This will take place on : Monday 23 June, 2025 at 7.00 PM (CET) at the Paris Ile-de-France Chamber of Commerce & Industry, 27 avenue de Friedland 75008 PARIS or online.

[Register now.](#)

The Figure: 25



25 Alumni Tickets for ChangeNOW Still Available!

HEC Alumni and HEC Paris are joining forces once again for ChangeNOW 2025, the world's largest event for solutions to the planet's biggest challenges. Join the HEC Paris Delegation on April 25 in Paris — connect with changemakers, discover inspiring projects, and enjoy an exclusive HEC Alumni great-value ticket including access to a premium networking lunch with the HEC community.

[Register.](#)

Your Association



Mercure HEC: The Awards Are Back For The 2025 Edition

Created in 1999 by the HEC Alumni Entrepreneurs hub, the Mercure HEC Awards are an annual celebration of the men and women around the world who embody the boldness, vision and spirit of adventure so dear to the HEC community. More than just an award, they showcase the entrepreneurial energy that drives our graduates. It's time to support the inspiring alumni who are shaping tomorrow — through their bold careers, entrepreneurial spirit, and positive impact. Your voice matters!

[Find out more.](#)



Exclusive Meeting with L'Oréal and HEC Alumni

HEC Alumni Perfume & Beauty Club had the honor of welcoming exceptional leaders from L'Oréal Group: Jean-Claude Le Grand (Chief Human Relations Officer), Mickael Kienle (Global VP Talent Acquisition), and Carine Dellièvre (Talent Acquisition Director France), for an authentic and inspiring conversation about L'Oréal's talent strategy, its culture and values, and its ongoing commitment to developing the leaders of tomorrow.

Hosted by Angélique Marlot (MUST19) and Elisabetta Portioli (MBA19), the conference provided an opportunity for authentic, unfiltered exchanges.

Participants also had the chance to take an exclusive tour of the Visionnaire, L'Oréal's iconic space. Many thanks to the speakers, the Club office and all the alumni present for this wonderful moment of sharing.



HEC Luxembourg Hosts a Successful Talent Management Event with Over 100 Participants

On March 24th, the [HEC Alumni Luxembourg Chapter](#) successfully hosted the second edition of its talent management event, titled "Strategies for Successful Talent Management", at the Banque de Luxembourg. The event brought together 103 participants, including key stakeholders from the Luxembourg business community, to discuss the challenges and opportunities in attracting and retaining top talent in a rapidly changing professional environment.



HEC Alumni Morocco: first evening at the Alumni House!

[HEC Alumni Moroccan Chapter](#) had the pleasure of inaugurating this new space of exchange with Mehdi Fichtali (H.06), founder and CEO of Finamaze. A rich discussion around his journey between Europe and the Middle East and the impact of Fintech on Asset Management.

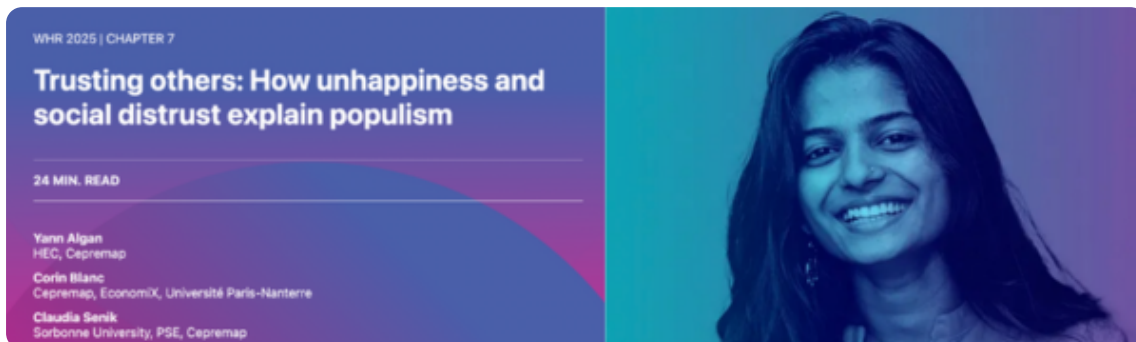


A look back at the recent Chapter Lebanon gathering in Paris!

It was a joy to see our vibrant [HEC Alumni Lebanese Chapter](#) in Paris come together — many meeting for the very first time. The evening brought together a rich diversity of backgrounds, with strong representation from across all HEC

programs, especially the MBA and Executive MBA tracks. A warm and memorable moment of connection and community!

On Campus



World Happiness Report 2025: How Declining Happiness and Trust Are Fueling Political Polarization in Europe and the U.S.

The 2025 edition of the World Happiness Report—a vital resource for policymakers, businesses, and civil society—was officially released on the 20th of March, shedding light on global well-being trends and the deeper forces shaping our societies. Among its most thought-provoking contributions is a chapter co-authored by HEC Paris Professor Yann Algan, alongside Claudia Senik and Corin Blanc (CEPREMAP), exploring the political consequences of declining happiness and trust in Europe and the United States.

[Find out more.](#)

Rethink Marketing to Support Product-Led Growth (PLG) - RESKILL Masterclass

The world of marketing is undergoing a radical transformation. As companies and startups face tighter budgets, declining VC/PE funding, shifting business models, and rising user expectations, marketing is no longer just about campaigns — it's about driving growth through product experiences. Is your strategy keeping up with the shift? Watch our latest RESKILL masterclass with Gachoucha Kretz, Associate Professor of Marketing and Academic Director of the HEC Paris Marketing Master's Degree and Jordan Chenevier-Truchet, CEO & Co-founder of Bulldozer.

[Find out more.](#)



HEC Paris Ranked #1 French School for Y Combinator Founders

HEC Paris is proud to be ranked #1 among French higher education institutions for the number of alumni accepted into Y Combinator, the world's most prestigious startup accelerator. This recognition comes on the heels of another Entrepreneurship Institute was recently ranked #4 out of 150 centers in the Financial Times 2025 ranking of Europe's Leading Startup Hubs.

[Find out more.](#)

Meetings Not To Be Missed

28/04/25 from 6:30pm in London - Networking Drinks with the Creative Destruction Lab Start-ups

Join [HEC in the UK](#) on April 14 for an exclusive networking evening with the startups from Creative Destruction Lab (CDL), a global program supporting science and technology-based ventures.

An opportunity to meet entrepreneurs from cutting-edge sectors — AI, climate tech, health, and beyond — and connect with HEC Alumni committed to innovation and entrepreneurship.

[Register.](#)

13/05/25 from 9am in Qatar - Exclusive Alumni Tours at Qatar Foundation Facilities

HEC Alumni are invited to an exclusive guided tour of key Qatar Foundation facilities this May. A unique opportunity to explore Education City, connect with fellow alumni, and engage with one of the region's most influential innovation hubs. Spots are limited.

[Register now.](#)