



AL UM NI

stories — volume 1





Thank you,
Alumni!

From Taipei to San Francisco, from Brazzaville to Warsaw and across five continents, you testify to our group's raison d'être. Through education, we provide the keys to enable each and every one of you to grow and develop throughout your lives. The 180,000 people you represent started out in our schools. With this publication, we would like to express the pride we have in reading you, and in discovering your career paths.

Your personal and professional accomplishments, the ideas you embody, provide inspiration to all of our 35,000 students.

Your career paths give real substance and meaning to the mission of our 1,400 employees located on the 17 OMNES Education Group campuses.

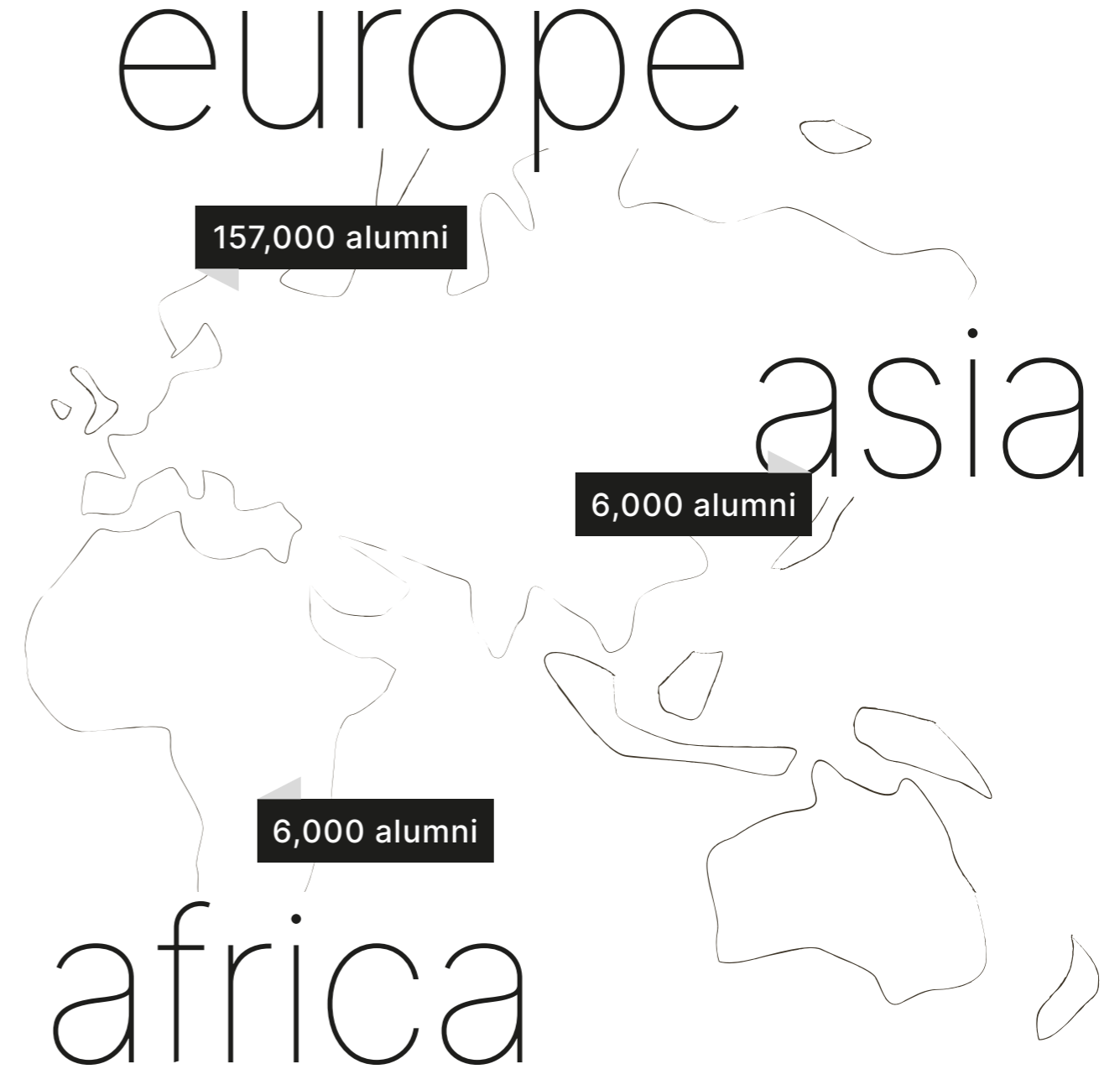
More and more of you are sharing your expertise and experience with students currently in school. Many of you also support the employability and integration of our young professionals by proposing opportunities and financial support through your companies for the development of new innovative teaching methods. To those who will become your future collaborators and partners, you, in turn, impart what others have shared with you.

We are aware of this network's tremendous value and, together with its 12 schools, under the impetus of the OMNES Education Group, we are committed to offering structured opportunities and to facilitating connections between our alumni and student communities.

A special thank you to the first 13 alumni who agreed to participate in this inaugural edition of *Alumni Stories* that we will disseminate to our institutions, our employees, students, and beyond.

Your success is our purpose.

Mathias EMMERICH
Président, OMNES EDUCATION



180,000

Alumni

100

Nationalities

12

Schools

17

Campuses

3,000

Experts

5

Domains

350

Permanent researchers, experts and professors

35,000

Students

Norbert Binot
Coline Amblard
François Mattens

NORBERT BINOT

School

ECE

Program

Master in embedded systems

Graduation

2009

City of residence

Kep-sur-Mer



”

*I was often in the “bottom twenty!”
Fortunately, I was able to count on other
students, who became my friends.*

While the pepper he grows may well be prized by Alain Ducasse and garnish tables in fine French palaces, nothing seemed to destine the former back row student to become an entrepreneur. Just as the village of Kep-sur-Mer, where he is now established, differs from his native Picardy, Norbert’s operation in the Cambodian jungle has the potential to overturn more than one prophecy. Founded in 2014, not far from Phnom Penh, his company Fair Farms was an opportunity for him to reconnect with “a rural family soul,” and to disengage from the spheres of Singaporean financial situations, which were not intimately connected to his deepest aspirations — “my father knew the agricultural world’s harshness via his own

father, and pushed me towards engineering studies, like him!” As the first cooperative in Cambodia to be certified organic and fair trade for its social and environmental responsibility, in order not to harm neighboring producers, Norbert refuses to sell grain locally. Housed in purpose-built homes, his employees work under the aegis of the French social model, its respect for effort, and enjoy its accompanying comfort: “An employment contract including paid vacations, maternity leave, and health insurance — I am very attached to respecting people and their environment.”

Never reluctant to get his hands dirty, despite the language barrier, Norbert has managed to maintain this federative, fun-loving side, left over from his years as vice-president of the BDE at the École Centrale d'Électronique de Paris. After a scientific baccalaureate obtained on a razor's edge, he entered the ECE, but the class representative distinguished himself more by his interests in Saturnalia than maintaining monastic discipline: "I was often in the "bottom twenty!" Fortunately, I was able to count on other students, who became my friends, to boost me. It's a really good school where I felt integrated, with teachers who see potential beyond grades. In fact, most of all, I learned how to learn, and that has served me well all my life." Aspiring to extensive travel, he embellished his studies with internships across Asia: India, Vietnam, and also in Beijing, where he stayed for a while with friends, including his future partner. About as soon as the specialist in cutting it close got his master's degree in embedded systems, his obstinate, hyperactive self took over to burn bridges and, almost unexpectedly, make a change by reactivating old connections to join a fintech in the lush city-state of Singapore, even working with the New York Stock Exchange.

The trigger was a trip to Macao, where, among other anecdotes, he was told about the opportunities in Cambodia and in particular the "jewels of Kâmpôt." Stewing on his idea, Norbert developed his erudition around a pepper he had previously little enjoyed — "since then, I've been wild for it. It is the first pepper in the world to be granted a PDO label." Multiplying his visits to Khmer lands, he drew up a business plan, and once investors were convinced of his "slightly crazy" project's viability, on the eve of his thirtieth birthday, he acquired nine hectares of farming property. After three patient years, he engaged a humanitarian partnership with the Bayon School, an NGO that invests in children's education, which would "alter" his life. Along the way, Norbert had many decisive encounters: "I believe in karma, so I always carry a little pepper, just in case... And the postcard from my mother, displayed in my office, reminds us of the importance of living up to one's ambition." Now the French leader in this niche, while also having diversified into vanilla, supplying many organic brands, it is in parallel with his position as Director of Sales at Farmforce, a Norwegian SME specializing in the traceability of the first kilometer of foodstuffs, that he is working on a project of pharaonic

degree: a thousand-hectare plant sanctuary combining soil regeneration through agroforestry and the protection of bees: "The goal is to help with local development and for this initiative to become a preservation model that can be replicated." A planetary constant that Norbert has always known how to nurture, because in the country of Angkor or elsewhere, like all people from the north, he carries in his heart this solar love that he rarely found in the sky above.

WHAT MADE YOU PROGRESS AS A STUDENT, AND STILL DOES TODAY?

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Ambition, but also a certain fear of failure. I closed a few doors for myself by not working hard during my schooling, and I should have known more about my opportunities. I realized, over time, that those who have a clearly defined goal progress because they know where they are going.

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COLINE AMBLARD

School

INSEEC

Program

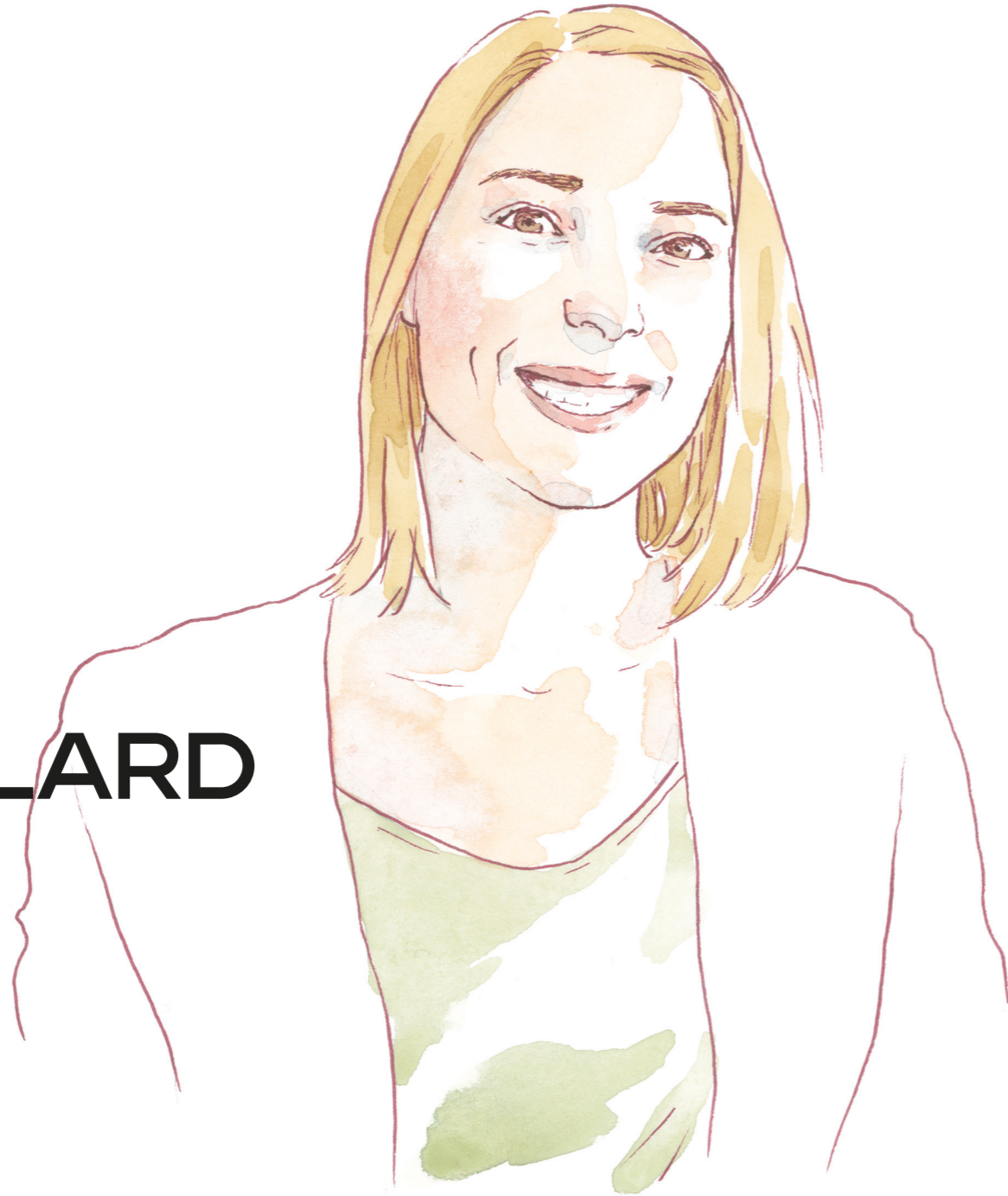
International Business Management

Graduation

2012

City of residence

Montréal



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Once again I said to myself, "I don't know how to do that? I'll learn it then".

Because tracing out a career path has never been what makes her feel strong, Coline has more than once confronted the odds to prove them wrong. It took an unconvincing degree in eco-management for the student, who saw herself simply as *"the girl in the fourth row,"* to turn expectations and restraints into opportunities to grow: "When the university closed because of major student demonstrations, I felt like the universe was sending me a message!" An end of year sorting out her options, then a BTS in negotiations and

customer relations obtained as a major, and by way of work-study, affirmed the desire to literally go further: "I did a gap year as an au pair in Australia when I was twenty! I knew that I lacked the English language skills to apply to top schools, and since I had already been rejected twice... I decided to give myself the means to finally master the language!"

From Sydney to Melbourne following the Great Ocean Road, Coline was able to verify her propensity for initiative, immersed in a foreign country, just before the city with two rivers welcomed the one who has always sailed between two waters. Having completed her first internship in the Lands of Maple Syrup, she left the Grenoble region to join INSEEC Lyon. There, she met with distinguished professors, lawyers at the New York bar and executives at L'Oréal, as well as with the man who would become the father of her child, and later her husband. And among all things to which this young active person dedicated her time — as a volunteer on the board of directors of a theater and a chamber of commerce, as a companion to pioneers wanting to reorient themselves in tech — Coline did not forget that the school was already receptacle of more than one energy. Beyond her involvement in student fairs and the general secretariat of the students' union, beyond the ties she maintains with her classmates — "they are very strong bonds; I will always keep great memories of laughing together about our internship experiences!" — Coline never fails to take an involved stance to fulfill her role as ambassador every time she has the chance: "It's amazing to be called back to join the jury for admission

interviews, as well as for the end-of-cycle competitive exams. It's a bit like savoring the candy you loved as a child again, and reminiscing about your best years!"

Although her degree in international business did not make her "better at speaking English than Canadians," an immigration to Montreal would carry on under the city's slogan, "live and let live," and provide an opportunity to review the basics for someone who "had trouble fitting into boxes." An opportunity to learn, to see that there are codes that everyone can choose not to conform to: "Once again, I drifted by chance into marketing and the web; and once again I said to myself, "I don't know how to do that? I'll learn it then!" More than a decade of honing her specialty now leads the Marketing Director of GO HR to develop the image of a renowned Canadian firm, to orchestrate strategy and positioning overhauls from top to ground, and to restore equity by helping ensure that a wide range of talent can be found: "Helping those people who aren't sure where to go, who don't feel good about their jobs, or haven't yet joined companies that give them a real sense of belonging — this work profoundly resonates with me!" With GO HR having "deployed its antennas" in Belle Province and

beyond, a rapprochement with their offices in France could well be set in motion, rekindling an intrapreneurial spirit and even an interest in entrepreneurial undertakings. Coline knows this from the feminist club she founded to broaden her reading and interpretation: the biggest obstacle is one's own censorship and hesitation. So, to reawaken her ambitions as a stylist, perhaps she'll invite inspiration from the costumes of an animation series like *Arcane*, the cultures and movements she has learned to identify, or all the women she draws who are "strong and assertive", even fearless, to resurface at the tip of her stylus. Coline smiles at the adage that has so often dwelled behind what her pencils emit: a path has no wrong direction, only the one we want to give it.

WHAT MADE YOU PROGRESS AS A STUDENT, AND STILL DOES TODAY?

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Curiosity! It is often said that that's what killed the cat, but it is a trait that I cultivate a lot, especially because I understand it as a mark of interest for all those who make me want to get involved and learn. I must admit that my tendency to ask lots of questions has been known to throw off some teachers and recruiters, but I need to dig deep — and it has always served me well!

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FRANÇOIS MATTENS

School

HEIP

Program

Master in International Relations

Graduation

2009

City of residence

Paris



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As a student, I already didn't fit into any boxes. Even if I sometimes have to justify that, I find it very gratifying: it proves that other paths are possible.

Whether he's rolling down Route 66 on a Harley or scanning the skies of Area 51 in search of unknown aircrafts, whether burying himself for forty days in a cave for a scientific experiment or stamping his passport with surprising visas, François likes to "shake up the ecosystem's coconut tree and its preconceived ideas": "As a student, I already didn't fit into any boxes. Even if I sometimes have to justify that, I find it very gratifying: it proves that other paths are possible. Even today, you have to leave your spot to the new generations; in any case, they won't hesitate to take it." As prolific as his life has been, this HEIP international relations alumnus has made this "succession of more or less provoked misunderstandings" his main strength, even if it means keeping the understanding of some people at arm's length — "generally, my loved ones don't really comprehend what I do." But beyond the different avatars that marked his existence, certain canons

persist for this expert on issues of security and defense. At the GICAT armaments union for almost a decade, or at the future unicorn of artificial intelligence, XXII, which he has just joined as Public Affairs and Strategic Partnerships Director, François is above all a facilitator, a self-labeled "go-between" — "in the morning I meet people with problems, in the afternoon others with solutions, and in the evening I weave relationships between the two! In short, I create connections where they are not expected." From his beginnings in a ministerial office to big insurance companies and the Senate, François has built up a long-standing address book, wherein icons of French sport rub shoulders with religious dignitaries, politicians, and diplomats — each with a different outlook.

Coming from a family for whom "the military thing" remained vague, ever since his geek days of chaining frags on Counter-Strike, François showed a magnetic fascination for it — "to be able to access this strategic universe that is highly restricted, confidential, and that really impacts the face of the world, was very stimulating to me." His dream of becoming a fighter pilot was cut short in mid-air in Advanced Mathematics — "I was simply awful" — but he didn't give up, not even for a tread, and in Paris, joined HEIP full steam ahead. There, the "hyperactive, but lazy" student appreciated both the ambient multiculturalism and the straightforward speeches given by a faculty composed of senior government officials. Particularly grateful to this school, which left its mark on him and made him "open to the world," François was able to satisfy his insatiable curiosity — "I learned much more there than anywhere else, I was interested in everything, and the curriculum was also an excuse to travel!" Considering teaching as a vocation, the former Student Union president has since multiplied conferences and interventions, distilling his unique pedagogy, which he proudly promotes beyond borders and other limitations. Because he intends to "make situational intelligence into a diploma," François is enthusiastic

about the idea of breaking with codes and castes: "As a final exam, I give my students a person who at first seems inaccessible to them, and they have three months to have a coffee with them. Usually, half of them succeed, and thank me, because the exercise allowed them to overcome self-censorship and shows that, by adopting a certain mindset, all limits can be surpassed."

Never one to shy away from working hard in parallel with his studies, in turn a salesman at Decathlon, a grape picker, and a kayak instructor, François does not hesitate to return the favor when a HEIP student asks for help — "a half-hour phone call can sometimes change a person's life... I remember introducing a student to the Quai d'Orsay spokesperson for an internship, and then it was his talent that made the difference! Today, he has a great job, proof that in life, you are what you want to be." Since having set up from scratch a startup specialized in defense — "no one believed in it, and now it is thriving" — the reservist, who claims to be "constructively impertinent," assumes his little eccentricities: "Despite the mockery, it's really the crazy people, in the sociological sense of the word, who make the world go round!" The ENA graduate, member of the board of directors of French

Explorers, high priest in Nevada, and also Scottish lord, will always opt for his panoply of positions, which he switches in and out of on any given day, without a worry for what anyone might say.

WHAT MADE YOU PROGRESS AS A STUDENT, AND STILL DOES TODAY?

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Not putting on a tie and taking the RER train! I have always considered my career as a means to an end, not an end in itself, so for me it's mainly the will to change the world, or at least to contribute to its evolution. But also the fact that I can make myself useful through daily good deeds: my students are always surprised when I tell them that the most powerful lever of leadership is benevolence!

“

Marielle Postec
Daphnée Raynaud
Matthieu Musette

MARIELLE POSTEC

School

SUP DE CRÉATION

Program

Master's degree in advertising design

Graduation

2004

City of residence

Paris



”

People say that in my field, it's easy to have ideas. Not only is that not true, but it's also important to know how to apply them.

It may happen that a vocation is born at the age of games and hopscotches, when everything sparkles and marvels; Marielle's calling sprang up at the time when the little girl experienced her first television awakening in front of a fruity commercial: "I can still see myself fascinated by that drink, and the little adventurer who had to escape a crocodile in the hallway of his own house!" Beyond this sketch, she already perceived, hidden beneath the reptilian haphazard fray, a whimsical dimension that would guide her way. After teenage years with the idea of being a photographer, then a few years in the legal lands and a master's degree in international business completed *à la cool*, it was during a conversation in Ireland that she discovered Roubaix's famous advertising school. In a fortuitous way, the evoca-

tion of Sup de Création unlocked memories of that plastic animal, and the one who considered herself a "pure product of the capital" headed north: "We were a bunch of Parisians, all a bit naive, arriving in a city where we knew no one. Of course, it forged bonds!" In an atmosphere conducive to emulation, while cultivating her baroque impulses, Marielle came to grips with graphic design software, discovering the subtleties of color choices and typographies: "Apart from my childhood dreams, when I arrived, I had nothing, and I knew nothing! I received very concrete, amazing training, with real briefs and real clients. In a field where the chosen ones are a happy few, Sup de Création gave my life direction!"

Soon after earning her master's degree in advertising, Marielle was able to rely on a network of alumni to get her foot in the door, people that mobilized without asking, with guidance galore. Following a last internship in a Parisian structure, the penniless student who worked nights in a fast-food restaurant was directly recruited — "it was the Grail!" Taking a first step in this microcosm, she worked for fifteen years in various companies according to her inspirations; flamboyant with her "sometimes crazy" ardor, she dared, and for a visual, went so far as to break a mirror into a thousand splinters in order to present a vodka brand's bottle from every angle: "People say that in my field, it's easy to have ideas. Not only is that not true, but it's also important to know how to apply them." Quickly having made a name for herself, Marielle multiplied campaigns under many banners, some of which would leave a mark on the collective imagination; during a family reunion, she was able to see, as the background of her brother-in-law's computer screen, a poster she'd designed for SOS Sahel: "I can say that I have participated in popular culture!"

But tired of the turnover that is customary to the sector, and eager to join the "advertiser's side," Marielle

submitted an application to become Creative Director of a start-up specialized in dental monitoring that would experience an "exceptional expansion." However, having been accustomed to references being the key — "generally, one is solicited by virtue of one's notoriety within the microcosm" — before taking part in revolutionizing orthodontics alongside the future unicorn, Marielle worked on writing her very first CV, and then passing four job interviews in due form. From then on, she has been working on more transversal functions, from the launch of product presentation campaigns to the creation of brand identities, with all that this entails at the global level — "it's proof that outside the agencies, one can continue to be inventive! In fact, since we work hand in hand with them, for me, things have come full circle!" Now stabilized in her position, she remains concerned about "passing on the torch," and maintains the tradition that is so dear to her school: "We have set up a group on the networks with the alumni of Sup de Création, and when I am looking for candidates, it is a reflex to think of the current classes' students. I'm very much a team player!" And if in the prelude to her career, this culture lover aspired to international prizes, big companies and skyscrapers above

all, she currently wishes to refocus on the essential: "What is important to me is to put my energy into what is meaningful. When I started, I was way too stressed about my future." She now knows that "everything happens in its own time," and as it does, Marielle has realized that across all she's learned, there is one universal rule — "keep cool!"

WHAT MADE YOU PROGRESS AS A STUDENT, AND STILL DOES TODAY?

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Passion! When I entered Sup de Création, my mother wondered what I was getting myself into, but that decision was one of my best. Making a place in the job market is not easy, and it requires knowing how to distinguish yourself. I've always needed to believe in what I'm doing, to listen to that feeling inside of me that allows deciding if there is a real purpose behind it.

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DAPHNÉE RAYNAUD

School

INSEEC

Program

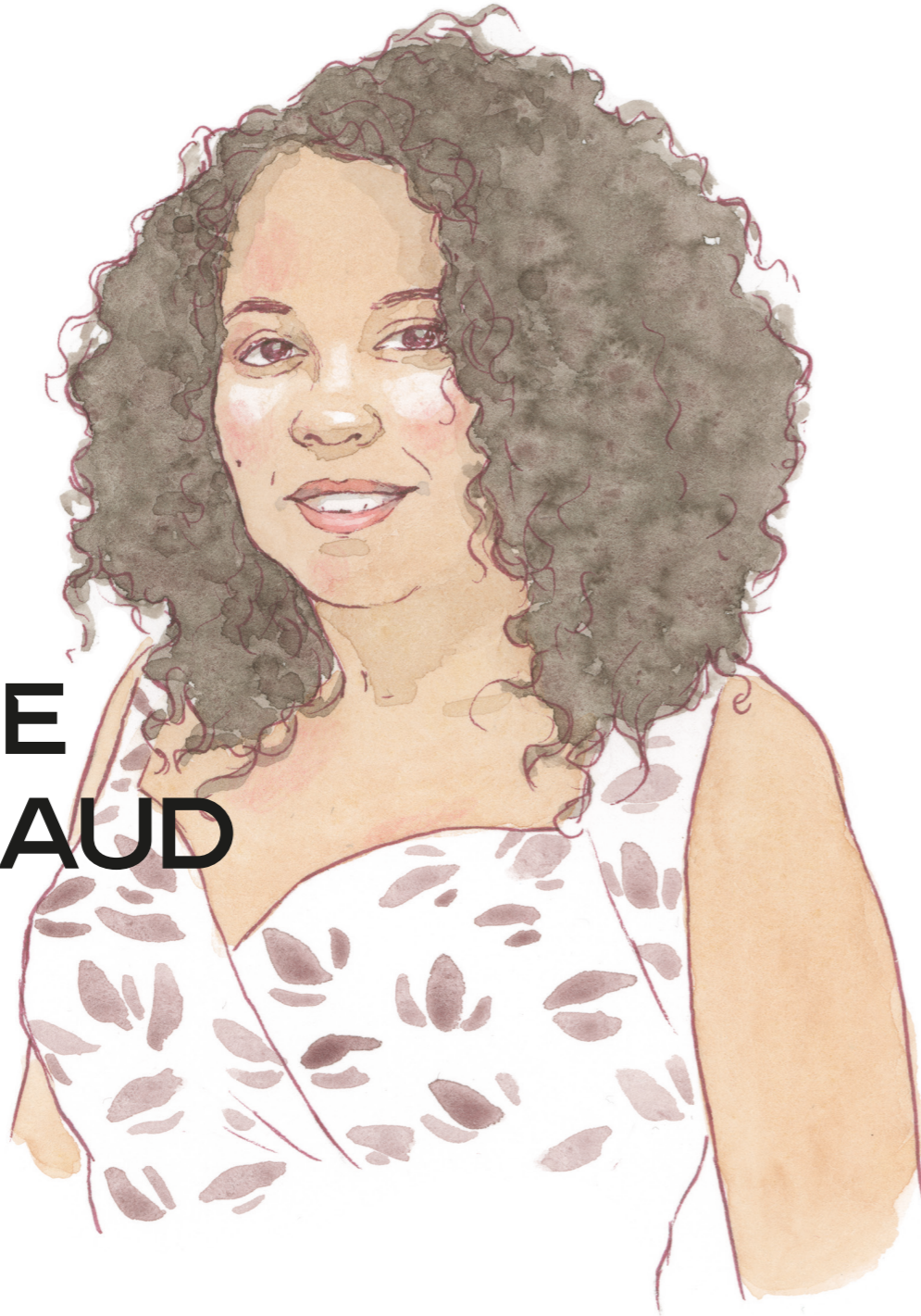
Bachelor of International Management

Graduation

2005

City of residence

Kinshasa



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Every time I felt I was no longer aligned with what I was doing, I was never afraid to take a step backwards and then take two steps forward again.

Having set out to work in the world of finance, Daphnée also took up the challenge of conceiving a life in the spheres of charity and beneficence: "I'm not the kind of person who sits around and looks at numbers. In addition to my feminist commitment, I have a very social streak in me and this need to understand my environment, to find meaning in it." Having just joined the European Union as a Contract Finance Officer, she could not have foreseen that her career path would later lead her to work under this banner. At first, Daphnée had to leave everything behind to get closer to the African latitudes that cradled her childhood. Punctuating an otherwise straight trajectory with a comma, and even if it meant stupefying her incredulous entourage — "a twenty-seven year old executive with an apartment in Paris, let's say they were expecting something else!" — there she was, flying off to Uganda on an International Corporate Volunteership with a major telecom group: "Every time I felt I was no longer aligned with what I was doing, I was never afraid to take

a step backwards and then take two steps forward again." But as the months passed, Daphnée wanted a change of velocity; an advertisement in a Kampala newspaper offered the epiphany. The Democratic Republic of Congo native immediately cut short her sabbatical to apply for a job with the American NGO Invisible Children Inc. Once there and installed in her position as Senior Regional Finance Manager, she ensured that the funds allocated by donors were properly employed. Because her forefathers already carried painful memories of war — "my grandparents fled Rwanda" — Daphnée was able to discover community resilience and its healing power in the face of the cruelest aspects of human nature: "We were working in Central Africa, in areas that had been in crisis for decades, where rebel groups were active. I was already doing my part to improve the living conditions of the local population."

Deeply rooted in a dual culture that is Franco-Rwandan, it was in France that Daphnée decided to pursue her higher education. A few wanderings in a student fair would have her drawn in by the magnetism of INSEEC BBA Bordeaux: "I had already considered going to Japan for a year. What convinced me was the kindness of the students, but also the fact that the administrative team guaranteed that if I passed the admission test, my place would be kept." At the end of her first Japanese adventures, Daphnée quickly confirmed her sentiments, discovering an open school, driven by a real desire to support its students — "in fact, it was within the school itself that I did my first internship. I organized the communication and orientation activities for baccalaureate students." And if she admits that at the beginning, she was navigating a bit blindly, the pedagogical richness of INSEEC BBA corroborated her choice: a bachelor's degree in corporate finance. Daphnée would keep the laurels of the startup creation contest that made her glow, and revive memories of the land of cherry blossoms, having spent a semester at the Nihon Daigaku in Tokyo. After completing a master's degree in banking and a thesis on microfinance — "linking the notions of proximity and development, that spoke to me!" — Daphnée was aware

that her training had finely honed her skills, and had no trouble projecting herself into the working world, since her profile was so well received — "all my CVs were selected! I wouldn't be where I am today without INSEEC BBA." It is also where she met her best friend, with whom she has a lasting relationship — "I am the godmother of her son, and she of my daughter."

Today, Daphnée has expanded her responsibilities in earnest, a change of scale that has not changed her in the slightest: "The nature of my mission remains the same, and I continue to work in Kinshasa, where I analyze responses to calls for tender from various organizations, NGOs and other partners, in order to verify that they meet the European Union's financial criteria and regulations." "An opportunity that was once again found through a combination of circumstances — "it wasn't easy to be chosen, but I've never been so happy to start a new job!" Without conceding anything to fatalism and without giving up her convictions, Daphnée has acquired the certainty of having amassed all criteria considered as necessary to arrive precisely where she wanted to be.

WHAT MADE YOU PROGRESS AS A STUDENT, AND STILL DOES TODAY?

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Challenges, especially when they come with a concrete goal. I need them to feel good and to remain motivated. I wouldn't have done all this without my small group of classmates. I have also been able to count on female solidarity, as well as leaders who have helped me a lot in my career. In Africa, they say that it takes a village to raise a child; what I have become, I have also become by being surrounded by caring friends.

“



MATTHIEU MUSSETTE

School

ESCE

Program

International Business and Marketing

Graduation

2013

City of residence

Saint-Germain-en-Laye

”

I've always been very "all-in" in how I do things!

A self-confessed soccer fanatic, Matthieu has proven that it is possible to move from the world of Materazzi to that of Maseratis: "David Beckham is my absolute reference — and he happens to be our worldwide ambassador!" Between the signature roar of the GranTurismo and his Dantesque linguistics expressed in both email and video, the Commercial Manager promotes sales throughout France, ensuring that the luxury car brand is represented with dignity, coordinating the actions of fifteen dealerships — a sport of deftly making deals that requires its share of packaged offers and subtlety. And although he now drives a

network of excellence, Matthieu started out in less lofty vehicles, which, in retrospect, now seem pale — a yellow Renault Kangoo with which he delivered mail. As a teenager, he optimistically took on a series of odd jobs in Saint-Germain-en-Laye to earn his vacation time; and it's an understatement to say that by dint of having stocked clothing and chocolate stores, the child's guiding star, the one that would not fade, was the art of trade.

Nothing could be more obvious than joining ESCE Paris for someone who went through middle school and high school while remaining faithful to the European section; Matthieu was so eager to blaze trails and ramble that he played his hand with a proper gamble: "It was ESCE, or nothing! I didn't apply to any other schools, because it was the only one that offered two trips abroad. I've always been very "all-in" in how I do things!" This is where the bilingual Franco-British sir learned one or two tricks during marketing classes in English, while branching out to Mexican, German, and Japanese nationalities, before setting out to grow through university courses in the Nipponese archipelago: "I was a tiny whirlwind that needed channeling! ESCE allowed me to understand company codes, and also to apprehend different sensibilities and characters. It made me mature and forged a part of my personality; without it, I would have been at a loss for the future!" In the meantime, Matthieu will have danced rock within these walls, and schemed up some "student mischief" with a jigsaw — "at school, we had won it in a lottery during my exchange in the Netherlands. No one wanted it, so I put it to good use... !" —, he quickly jumped at the opportunity of an internship at Maserati, after his bright dreams in the audiovisual field turned

dreary. Chosen for an internship to join a major national chain, early on, Matthieu discovered a power game that caused a fuss, and did not see himself pursuing a dream that required making concessions with his happiness. Soon he was in Modena, visiting the historic red-brick factory where hypercars are manufactured like goldsmithery; there he was, perched on his first scooter and climbing the ladder, meeting the position's demands, awestruck as he realized his own luck: "I had a lot of uncertainties when I started. But right from the start, I was surrounded by two great Italian managers, extremely inspiring people with a huge skillset and experience; in front of them, one can only feel humbled! I was learning every day, and they constantly motivated me to surpass myself. I remain extremely honored to have had these encounters that shaped my life."

Aware of the power of networking, Matthieu makes a point to promote ESCE students to his professional circle, and to share his ecosystem with future graduates who are ready to follow their instincts. The same instinct that drove the Commercial Manager to immerse himself in the automotive industry, so much so that he now double takes at the sound of engines — and rides in his own

charger from another manufacturer: "As far as balance is concerned, I play soccer, it's vital to let off steam, and I also have my Yamaha XSR700! We go for drives with one of my best friends, who also started as an intern at Maserati." Fond as he is of "accelerating," there is no doubt that Matthieu will soon embark on new paths, in this sector where he is now adept, or in others that lead him to explore, which will require proving himself capable once more. And even if his fighting spirit may cause a few raised eyebrows, he is evidence that there is no road one cannot tame when genuine progress guides their aim.

WHAT MADE YOU PROGRESS AS A STUDENT, AND STILL DOES TODAY?

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Remarkable people! I found them in my managers, and also within the ESCE faculty. When you have the opportunity to cross and then borrow the paths of charismatic professionals, who have such a positive influence, you have to seize it — and with modesty, mind you! I sometimes lacked in that area, and my extroverted side could be seen as an excess of confidence, whereas it is essential to not come off as if you had seen, done, and revolutionized everything. The challenge lies in finding the right balance between knowing how to stay in your place and asserting your personality — your unique added value!

”

Ronan Le Mestre
Dorian Dehays

RONAN LE MESTRE

School

INSEEC

Program

International BBA full English program

Graduation

2002

City of residence

Paris



”

When I was a student, I already had a great appreciation for the House of Ladurée!

While his crepe-making grandmother filled Ronan with the delicacies of their native lands, the locally famous buckwheat galettes were first in sight, porcelain, silverware, and crystal were laid out to whet the appetite. All the while, his father played sommelier beside a spouse who kept the stove running full blast to delight the whole house, which was regularly flush with a group of friends: "Taking so much time over a meal is an integral part of our French art of living. No matter what positions I have held, I have always valued this sense of hospitality, this cultural exception relative to the world." And his love of culinary elegance could not have kept Ronan at Carnac Plage, or even within France. The International Director of the Ladurée pastry House found a craving for other places as early as high

school, during a year of studies in New York State — "when I came home, I had the idea of studying something that would allow me to continue in this direction." He ended up in Paris, where he hoped to flourish, after having been seduced by a business course in a school offering a niche program that was given in English: "At the time, the INSEEC BBA program was a UFO among business schools. We had courses on the history of the United States, professors who came from Harvard or Georgetown... If they put so much emphasis on perfect mastery of the English language, it's because it makes a huge difference in recruitment!"

Because he was the kind of model student to whom one could refer in case of absence, Ronan went through his training without a hitch nor a doubt, even though he was destined for a sector that young graduates were not yet seeking out: "Once I arrived in the capital, I was able to assert and emancipate myself, but above all I understood that there was more to the world of luxury than just fashion — cuisine is also a major part of it! This intersection between luxury and cuisine has been the common thread in all my experiences." A great Parisian palace was checked off at the beginning of this long list; at the Ritz Escoffier school, the spirited trainee had plenty of time to confirm his beliefs: "I ended up spending my entire vacation there, as they had taken me on as an extra to interpret the customized cooking classes given to foreign VIP clients in real-time. At that moment, I had also been chosen to work for Van Cleef & Arpels; I preferred to eat better!" Hired by La Cornue just after, an outstanding equipment manufacturer, Ronan promoted their prestigious cooking pianos across all meridians, as much for Jordanian royalty as for markets that are Taiwanese and Korean: "In two years, we were very proud to have established this flagship of French know-how in more than

twelve countries and as many key markets!" Nearly a decade of this regimen finally pushed his travel frenzy to its limit, prompting Ronan to step back and breathe for a minute. If he infused his skills for several seasons in exceptional teas as Director of Business Development at Mariages Frères, the insatiable man could not resist the opportunity to fly beneath sun and moon to promote the world's finest macaroon: "When I was a student, I already had a great appreciation for the House of Ladurée! I currently manage the operations of all our franchises. My responsibilities are to rethink policy with my team, and also to develop the House of Ladurée's reach at the international level."

By opening a boutique in Delhi, not content with following his instincts on a street that could have instilled doubt in more than one, Ronan passes on his expertise as scientific director of the INSEEC BBA's luxury division. This foodie thus joyfully demonstrates the multiple outlets of professions that delight the palate; an effort of connecting the knowledge of each station with aspirations of duration — "luxury does not only require to reach a high level of excellence; once it is reached, one must also be able to maintain it!" And if the pace of his work gives

off the adrenaline that stops just short of wanting to start a family, when he returns from each stopover, Ronan never fails to gather his loved ones around a Cajun recipe or a dessert inspired by his travels. The fellow who trots the world in search of places piqued by epicureanism and new avenues to explore that keep him moving ahead, continues to satisfy the evolving appetite that he has always fed.

WHAT MADE YOU PROGRESS AS A STUDENT, AND STILL DOES TODAY?

”

All the people I had the chance to meet during my studies, my travels and my experiences. In addition to my family, which has always been a strong foundation, the friends I made at INSEEC BBA have been a constant throughout my career. I'm the only one who followed the luxury path, the others work in the social sector as well as in home automation, but we have remained very close despite our different trajectories!

”

DORIAN DEHAYS

School

SUP CAREER

Program

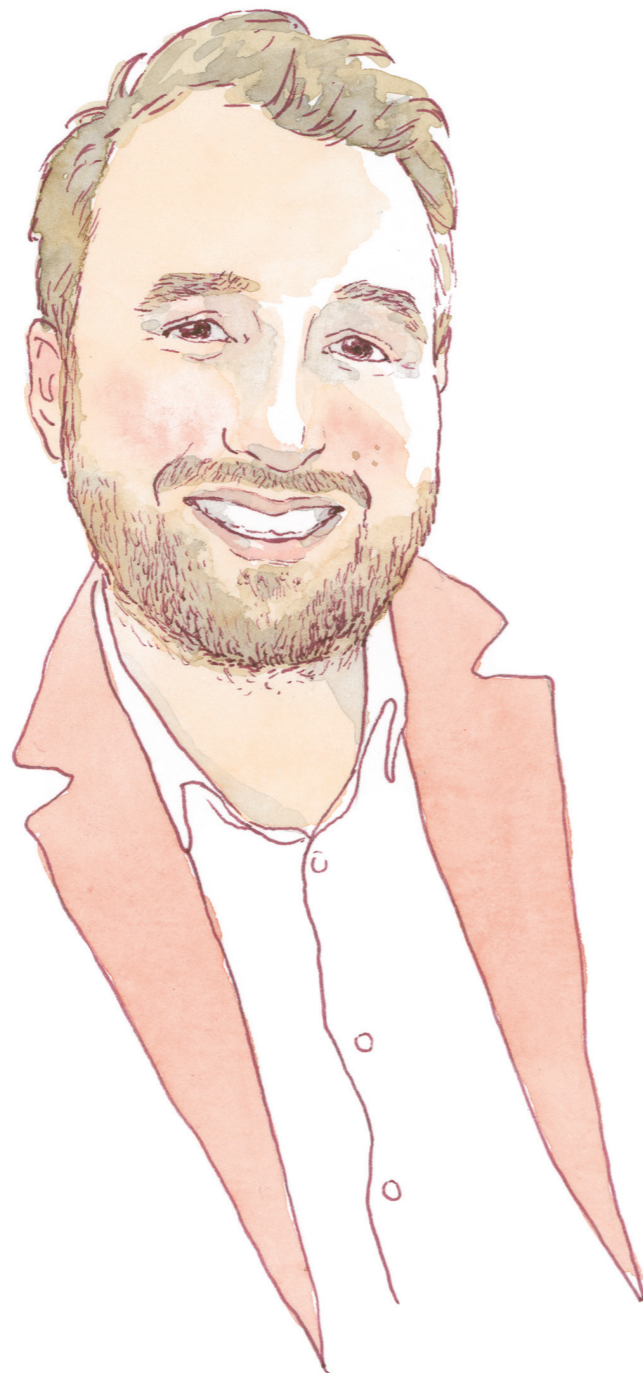
Master in Business Engineering

Graduation

2015

City of residence

Paris



”

Kindness has remained one of my great strengths at work.

In the hustle and bustle of JLL real estate agency's open space, the atmosphere sometimes resembles a Hollywood fresco: telephones vibrate in unison, while success and gain are celebrated with saber swipes that open magnums of champagne — "my colleagues call me the Norman, so, as a matter of tradition, when I close a contract, I like to offer my team a tasting of calvados from the family vintage!" In addition to maintaining his pugnacity in English boxing gyms and mercantile punch through the books of Anthony Robbins, when it comes to animating his clientele, Dorian draws from the precepts taught at Sup Career and from his father's guidance as well. Because to put landlords in touch with future tenants — banks, law firms, start-ups and other unicorns — his job requires being flawlessly methodical and having skills that are uncommonly interpersonal: "My daily life is a lot of intuitu personae, and my father, who is a veteran in sales, always told me to go and see people directly in order to create special

connections." Before taking up his duties and making a name for himself among the four hundred and thirty employees who comprise the crew, the self-made man ventured paths that meandered. His parents, entrepreneurs and self-taught, urged him to earn his baccalaureate from the start, but after a year in the languages faculty, Dorian replied with a yearlong sabbatical despite their advice to the contrary — "we Dehays own up to our decisions." His job as a waiter forged his character as much as the acute sense of customer relations that would be decisive for him, so Dorian embarked on a work-study program in the marketing department of the Deauville casino — "life in luxury could finally begin!" — that left an indelible mark: "I quadrupled my partnership returns. They wanted to keep me, but I wanted to continue my studies!"

His vocation thus confirmed, and wearing his "Viking ancestry" as a badge, the man from Rouen left his ship quayside to make Paris his own: his lively glibness, bonhomie, and wholeness were enough to make the City of Light a "conquered territory" — "my friends thought I was going to be swallowed whole when I landed here, and yet, kindness has remained one of my great strengths at work." Since atypical profiles are more than welcome at Sup Career, Dorian was invited to an interview right after the exam — "when I started classes again, I still had a lot of work to do; I was making spelling mistakes in every sentence..." Hogging the front row in both lecture hall and class rankings, absorbed by the stories of speakers and business leaders, this diligent worker was nonetheless seduced by the perks of student life — "I also received top marks at partying!" And even if it meant combining business with pleasure, in the second year of his master's degree, Dorian was elected president of the Students' Union; prerogatives worthy of a real small company: "Things were really moving, it was an adventure within an adventure! We had built a great team, a brotherhood of about fifteen friends. When we meet up now, we still talk about those great times at school." On the day of the graduation

ceremony, they received a standing ovation as a pair: for his entire term of office, he earned congratulations in spades, while his future fiancée, the valedictorian, stood by his side for her excellent grades.

Before catching the eye of the second leader in commercial real estate, Dorian discovered this world through internships and received job offers both small and great. By learning the fundamentals of law, organization and customer loyalty — "Sup Career really allowed me to structure myself" — he recognizes that beyond having expended plenty of energy, the work-study program was a real opportunity: "There was a real bonus effect, because you are immediately plunged into the heat of battle. No sooner had I entered the job market than I already had significant experience. It is also for all these reasons that I am proud to say that I belong to this school." If Dorian is thinking bigger, and plans to evolve by taking on management responsibilities in the future, he cannot deny himself the Sunday charms of a small brunch or a trip to Icelandic countries, or even deprive himself of a do-it-yourself escapade in the middle of the woods to renovate the country house he bought with his parents — perhaps the finest of all his investments.

WHAT MADE YOU PROGRESS AS A STUDENT, AND STILL DOES TODAY?

”

The desire to succeed, and to show everyone what I was capable of. I had no choice but to engineer myself; I wanted to become someone and I think that, in my own way, I succeeded!

“

Adeline Gautier
Katarina Cloidt
Devon Hyver

ADELINE GAUTIER

School

CREA

Program

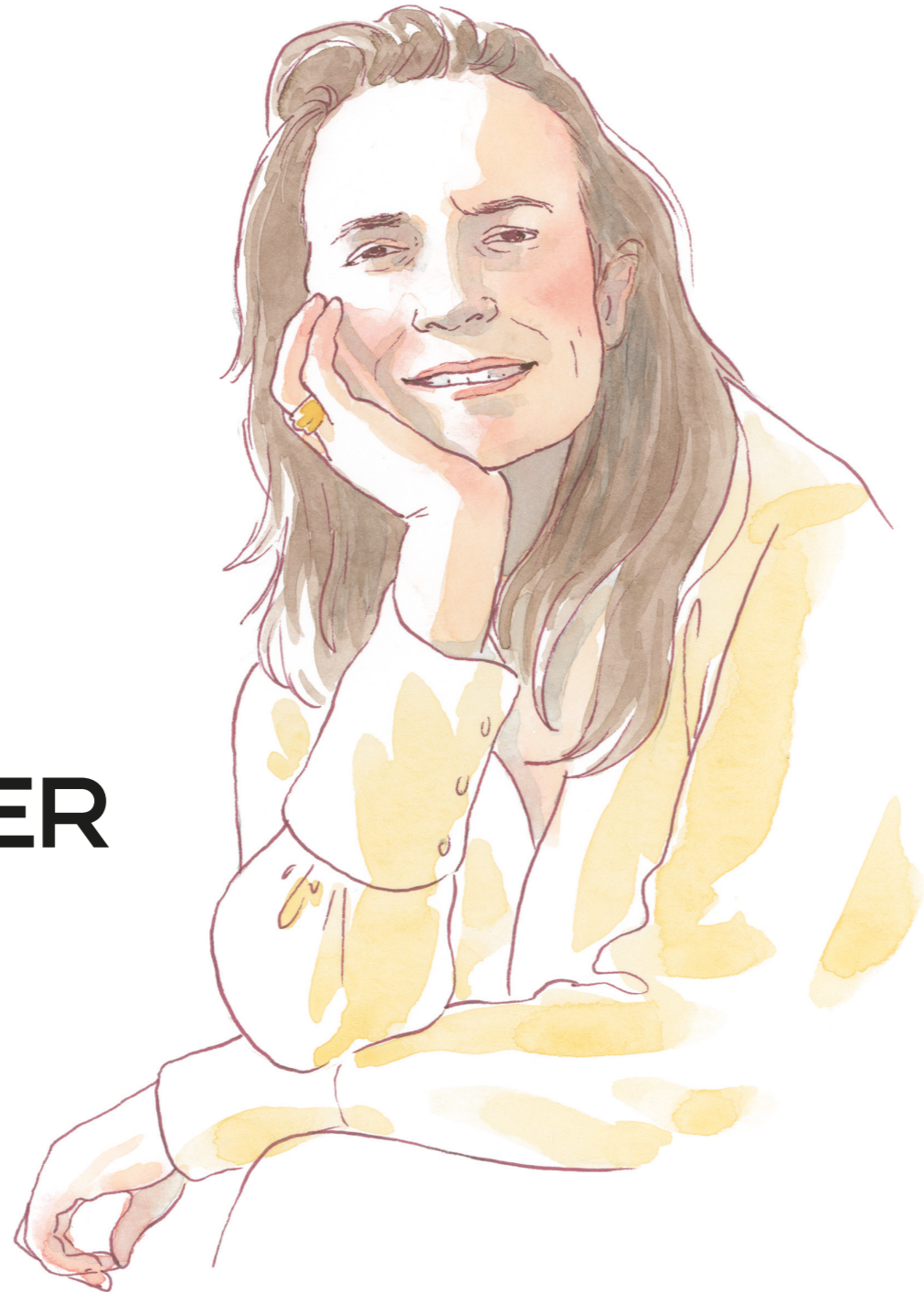
Executive Master's in Digital Marketing
and Social Networks

Graduation

2016

City of residence

Sergy



”

It's simple, I did not want to stop learning.

Since the 1990s, Adeline has been involved in a daily routine of consumer research, packaging, omni-channel communication, and design thinking, diving to the depths of the mysteries of advertising: "In my business, I'm used to working along the entire value chain. This global approach, this ability to think at three hundred and sixty degrees, defines me enormously." Before becoming an independent consultant, who designs content strategies and proposes product ideas, she wanted to reassure herself and consolidate an already "ironclad" CV by embarking on a certification in digital marketing: "My experience shows that you can go back to school even at the age of forty-eight!" Joining CREA Geneva in order to familiarize herself with current practices,

she preferred to see a springboard where others would have seen only a constraint. With her boundless enthusiasm, the doyenne who asks "questions all the time" has forged a strong bond with some of her classmates as well as with the school's principles, which are marked by universalism and boldness: "It was also there that I noticed how strong a junior-senior duo could be. It was a relief to realize that I wasn't that far behind!" After moments of doubt and the experience of writing a thesis that made her feel quite alone, Adeline finished as valedictorian, and was even more reassured in her own demanding nature that she holds as a keystone.

Not content with earning her executive master's degree and eager to pursue a new chapter at the school, Adeline has since moved to the other side of the desk. In addition to her activity as a consultant in branding and insight, notably for Yoplait at CREA Geneva or Lausanne, the expert participates in further diversifying the panel of speakers. It is through her meticulously prepared courses, and by ensuring that tools never take precedence over meaning, that she transmits her passionate leanings for brands through eclectic references, commercials, and other flashbacks. And the mix links small, yet powerful detergents that don't skip a beat, strong chocolatey slogans, grinning cow cheeses for the joy of toddlers and yogurts that make life yummi-er: "I'm interested in everything because everything can provoke creation. It is essential to have a solid cultural background, and to enhance it not only with knowledge of psychology, sociology, but also with the latest Superbowl commercials. My main goal is to inspire students and expand their knowledge. As Hegel said, "Nothing great has been accomplished in the world without passion."" Not considering any battle as being lost in advance, Adeline, who gives a lot of herself during her teaching and "receives just as much," offers this advice: beyond what one might

foresee, a great encounter can make for a master key.

Her youthful dream of devoting herself to cetaceans having come to nothing in biology school, and even after having had the opportunity to interview one teammate of Commander Cousteau, Adeline preferred to opt for Political Science, then IAE Bordeaux — "it's simple, I did not want to stop learning." At the beginning of her career, it was thanks to her network that the novice got wind of a very selective pool of interns at Publicis. This was followed by numerous experiences in advertising and content agencies, where she was able to climb ranks, roles, and statuses. The woman who clearly defines herself as a "brand activist" cannot compromise with her ethics, which are constantly at the heart of her marketing strategies and practices: "I always tell my students that if a brand has no purpose, then it has no reason to exist: its added value must absolutely exceed its strict commercial value. It's a question of having a civic brand, of having a soul!" As a lover of theater, cinema, and American literature, it is hardly surprising that Adeline sets great stock in the rigor of words and concepts, since she swears by Raymond Carver or finds that the jibes of Charles Bukowski should be doted

on, holding dear *The Count of Monte Cristo* in her bookish pantheon — "I find the wording to be so beautiful that I've read it again and again." It would not be surprising if the woman who enjoys cycling the roads of the Pays de Gex, where she lives with her husband and two children, found some inspiration for her own escapades in the incredible adventures of Edmond Dantes. Whether the hiker is heading for Santiago de Compostela or meandering through the Jura, it is by varying heights and perspectives that she positions herself at the forefront of her field and refines a mastery she has strived to wield.

WHAT MADE YOU PROGRESS AS A STUDENT, AND STILL DOES TODAY?

”

Constant questioning. Sometimes I try to curb it, but it is what keeps me going. When I work on consumer trends at the global level, I always have about twenty tabs open on the Internet, and I am so curious about everything that I have to be careful not to click on all the links!

“

KATARINA CLOIDT

School

INTERNATIONAL UNIVERSITY OF MONACO

Program

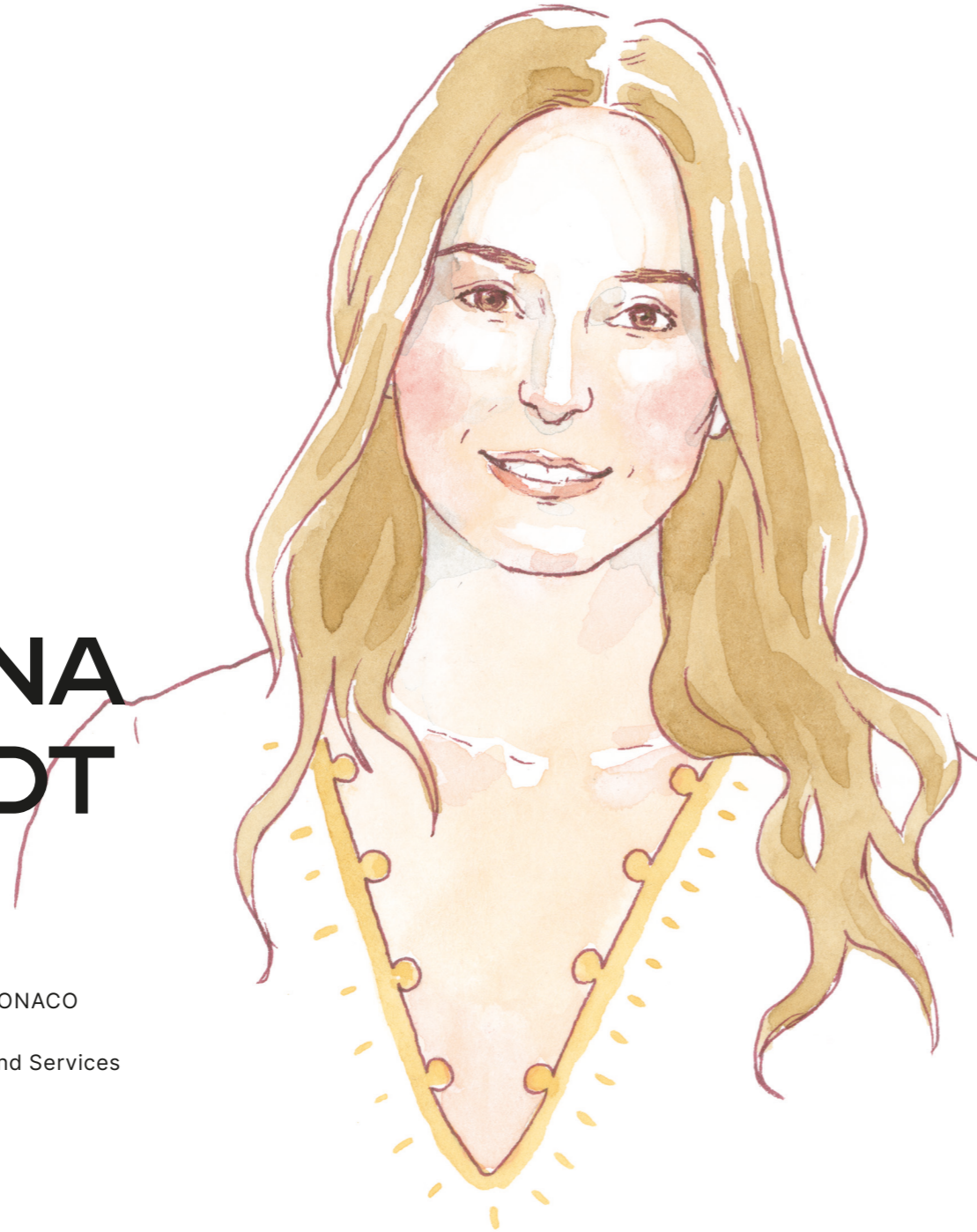
Master of science in Luxury Goods and Services

Graduation

2011

City of residence

Mexico



”

I want to affirm that such a path is possible, without turning into a yes-man.

Immersed in the traffic and effervescence of Mexico City — the "city that is always on the move" — every morning, Katarina crosses streets animated by local merchants. Faced with their storefront stalls and the flavors that inhabit the area, she reminisces over her international journey that began with a high school exchange in Florida, which gave her a first glimpse of the dynamism of Latin America. An initiation that held her interest as one who has always kept an open mind to things distant and near, even beyond the planisphere: "When I look back, I tell myself that serendipity is very present in my path because I am a sponge; I absorb everything that inspires me! I wasn't destined to work here at all, nor in fashion." At a time when such programs were rare, the International

University of Monaco was far enough ahead of the curve to propel Katarina into the luxury sector: "I got a lot out of this specialized Master's degree because, in a very concrete way, it allowed me to study the field in which I wanted to become a professional: consumer behavior. In this subject, I was able to learn a methodology that cannot be found anywhere else." If that hands-on approach, meetings with experts from Zegna, and the discovery of historical headquarters in Florence most prepared her for an appointment with the future, the self-assessed "nerdy" student still had the audacity to put Cartier on the first line of her CV.

Proactive by nature, the native of Ratingen, not far from Düsseldorf, is quite acutely aware of how her Germanic heritage makes her tick — "I'm all task, organization, and dedication!" That same culture led Katarina to pursue purchasing, sales and marketing, and participate in the relaunch of Paco Rabanne's fashion division in Paris — "I realized a dream there: attend a haute couture show!" — before making a first stop in Mexico at Hugo Boss, then joining Diesel in Italy: "It is essential to remember that you are only a small cog in the machine when you start! So what is expected of a graduate student is to show themselves capable of giving their best." These experiences strengthened her current position as Vice President of PVH Mexico, a local branch specializing in the commercialization of ready-to-wear clothing aimed toward making the Latin market grow. From a skyscraper shared by thirty brands, she allows the group to succeed in its positioning, to select its distribution channels with discernment, and to demonstrate that fashion is integral to sustainable development. Taking care of a client portfolio that includes Tommy Hilfiger, Speedo, and Calvin Klein, Katarina navigates as if on a breeze from meetings in Spanish to quick catch-ups in English with other megacities: "In fact, I've never worked

in Germany! My job includes its share of reporting to teams in Amsterdam and New York, but it also involves me visiting stores, and interacting with teams in multiple locations simultaneously!"

Company leaders have long made Katarina want to take on important responsibilities of her own, but her sensitivity to their admirable career path pushed her to deconstruct certain fears of what makes one capable, and understand that their level was not unattainable: "Even though it wasn't always easy for me, and I put a lot of work into it, I want to affirm that such a path is possible, without turning into a yes-man." Because the International University of Monaco is part of her identity, she comes back to revisit what she's known, happy to see that other alumni have also grown: "Five years after graduation, it was a real sense of pride to feel a part of this community, and to see that everyone had accomplished something in their own way! And accomplishment is not just about the professional sphere; for me, my greatest life choice is to have married the man I love." If today she lacks the time to get back in the saddle after ten years of horseback riding, it is because she prefers cultivating her garden so that good fruits and vegetables flourish in the heart of

the neighborhood. The business leader does not neglect the potential of any seed, as long as it is placed in the right soil, with patience and care as the only guiding virtues. In her career or in this relationship with the earth, Katarina has finally proven that it all comes down to a simple science — accepting growth as the ultimate worth!

WHAT MADE YOU PROGRESS AS A STUDENT, AND STILL DOES TODAY?

“

Never giving in to mediocrity, never being resigned to your situation, or being content with what you have. All choices are respectable, but I always liked to try to go further to see what else could work!

”

DEVON HYVER

School

IFG EXECUTIVE EDUCATION

Program

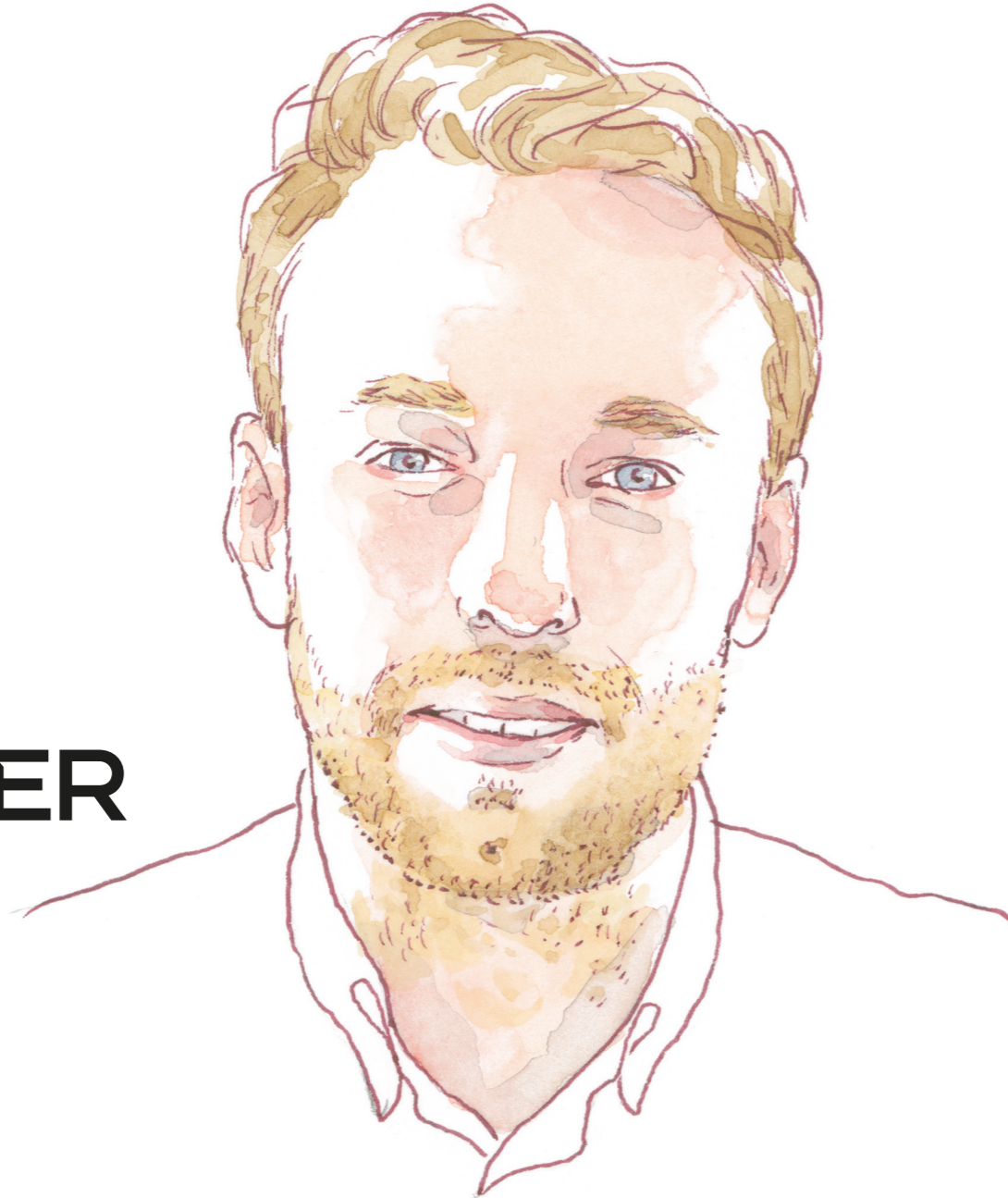
Master in Executive Management

Graduation

2022

City of residence

Vienne



”

No pain, no gain. When you have the same skills, it's the investment you put into your work that makes you stand out.

Not a month goes by without Devon's duties inviting him to travel the globe; from Africa to Asia, slipping a favored pair of sneakers into a suitcase that stands packed and at the ready, he brings along a solid argument on green energy: "I run a lot, and in all the major cities of Europe, whenever I'm on the go! I take the opportunity to listen to economic podcasts during a good jog." Whether he works with institutional, industrial, or political players to promote hydrogen and its applications, it is important for the Sales Director of Plug Power, the world leader in fuel cells, to assiduously maintain his knowledge of the sector. Without claiming to be an activist at heart, the child of the French countryside likes to intervene for a better environment in a growing market by working in green engineering — a branch that surprises as much as it decarbonizes. While he was initially headed for a career in the military, "for the athletic aspect," De-

von recalls a schooling that was not highly praised by faculty — "I'd love to run into some of them again, it would probably tick them off to see me become a shareholder in such a big company." Not one to expect things to fall into his lap, the former high school student, who could already count on his talents as an electrician to finance his vacations, was aware that with hard work and tenacity, he would be able to make his own luck and destiny. The only thing missing was the discovery of work-study programs, during a technical sales diploma, to draw on this motivation that he holds as a cardinal virtue: "No pain, no gain. When you have the same skills, it's the investment you put into your work that makes you stand out."

As soon as he received his master's degree in industrial marketing and negotiation, he had to cross the Atlantic to reveal his full potential and affirm his aspirations. From then on, and for a decade, immersed in ABB, a company specializing in renewable energies, and in this Canadian culture "stamped by efficiency, autonomy and meritocracy," the technical salesman did not hesitate to make his mark: "I was the youngest professional to be sent out on the road, and in just six months I was in charge of the largest territory in terms of sales. I was trusted very quickly and ended up taking over the marketing department." But when the voice of his intuition was coupled to that of his heart, even if it meant mourning the loss of a job that had everything and more, Devon decided to return to Isère; leaving ABB to immediately join Plug Power: "I had the opportunity to join this American company, with a mentality to match. I was aware of my skills, but I still took a big risk by coming back to France! That said, I have no regrets about following my instincts. I have the feeling that I am in the right place at the right time."

In parallel to his career, Devon joined the IFG for an Executive MBA; a curriculum tailored to fit his own schedule: "What was most important

to me was the ability to follow along from anywhere, even on an airplane, and to be able to maintain all my professional obligations. I loved the format of this teaching method!" While studying online topics related to law, human resources, and finance — "it was worth it to adapt to the European market! I also learned how to conduct a personalized live meeting, how to get difficult messages across" —, Devon was humble enough to work at attaining whatever lacked in his prior generalist training. Although dematerialized, this teaching at the IFG also gave him the opportunity to engage moments of complicit camaraderie: the intrepid learner connected with five fellow students, scattered on the continents, bonds of friendship that transcended digital contents. Aspiring now to expand his responsibilities at Plug Power, the young father found his "escape" by helping out on his wife's ranch — "she is an exceptional woman!" And when the nostalgia of his distant America rushes back in, Devon likes to scan his objectives on larger horizons, maintaining the hope of one day returning there, imagining the gallop of mustangs in stride with other stallions.

WHAT MADE YOU PROGRESS AS A STUDENT, AND STILL DOES TODAY?

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The desire to be the best, at work and at school. It's interesting to have the recognition of your peers, and to see that your parents are proud of you. Whatever the training, the important thing is that it is professionalizing. The school model of tomorrow will have to correspond to spending less time sitting in a chair, and much more time focusing on concrete actions!

”

Charlotte Menargues
Julie Ageron

CHARLOTTE MENARGUES

School

INSEEC

Program

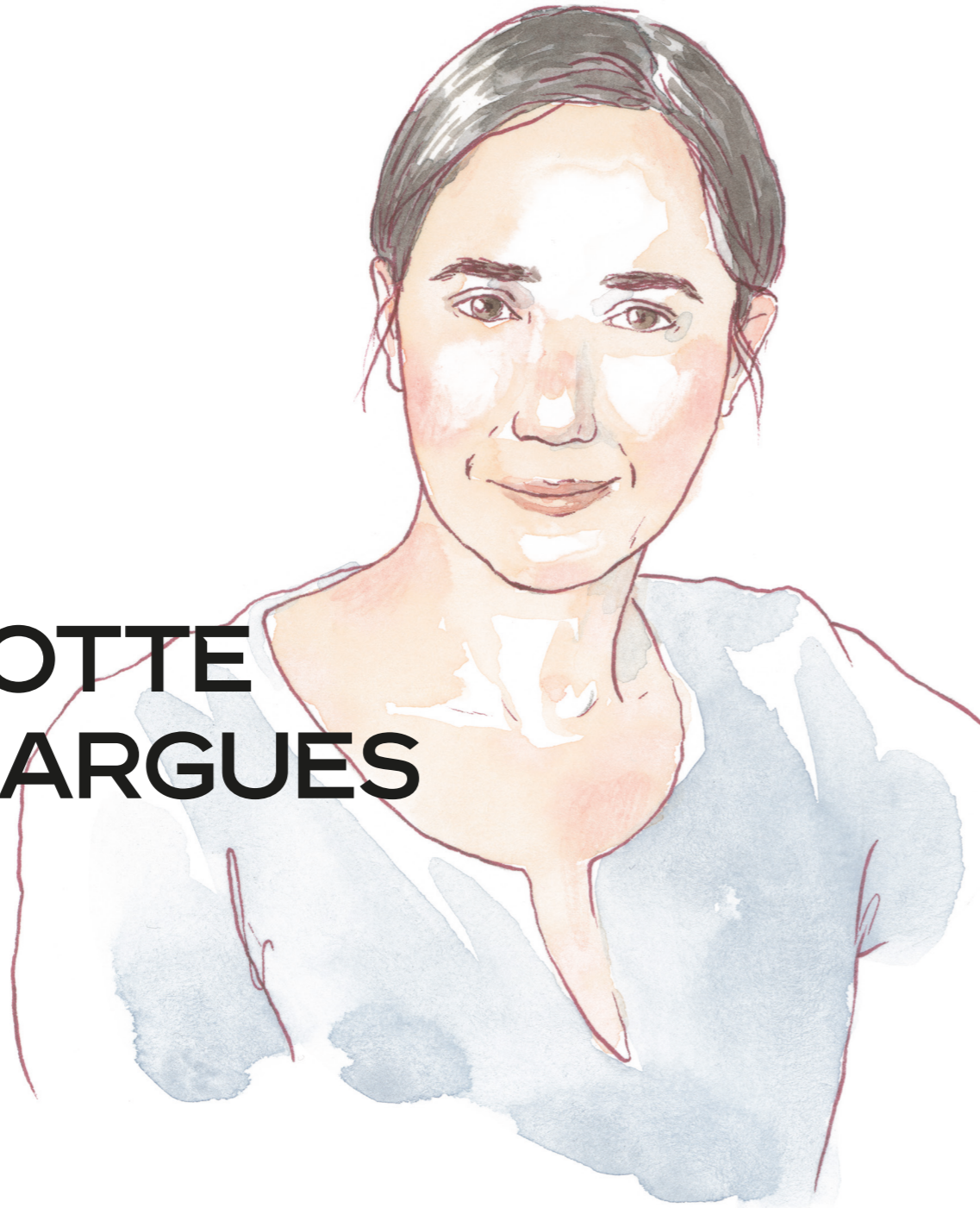
Audit and Management Control

Graduation

2008

City of residence

Montpellier



”

I wondered if this was really what life was all about. It is crucial to be aligned with and to respect yourself.

Deciphering the enigmas of data to their full extent and transcribing an activity in figures down to the last cent, Charlotte "finds the grains of sand" when she intervenes for companies with a certain science of language: "I feel like an interpreter who translates what is actually behind backwards numbers. In terms of intellectual stimulation, with auditing, we are well-served!" The consultant, who specializes in crisis situations, couldn't close a client's file as soon as she has made her diagnosis; rather turning toward her skills in consulting engineering to bestow a "test and learn" style action plan as an outsourced CFO. As a "dedicated environmentalist" who refuses to travel if carpooling or taking the train are not viable options, she even sits on various management committees without deviating from the line drawn by her own structure's

foundations: "I called it "Gestion Durable", which means "sustainable management"! It is my way of proving that it is possible to couple companies' growth ambitions with a decreasing vision of personal consumption. My goal is precisely to help SMBs to better keep on track in a sustainable way to avoid getting off course." Despite her requirements for integrity, the adventurer, who has surveyed more than one horizon, did not hesitate to take on a course with several curves: "I achieve my objectives while maintaining a certain degree of control over the obstacles I may encounter. And in my opinion, the job of management control is less about auditing than it is about steering and guiding."

After leaving her native Var for the French capital's boulevards, Charlotte went to INSEEC Grande École to advance her knowledge in line with her "somewhat naive dream" of working in Paris' business district, La Defense. In addition to the general culture classes that helped her understand what makes the world turn, the days of fruitful instruction, and her budding interest in finance thanks to her meeting with an illustrious auditor, it was, above all, the possibility of an apprenticeship program that added up to the positive math which led the student to choose this path: "The cost of the education was a criterion for me, and the work-study program proved to be the best solution. This professional experience, which is acquired very early on, also saves one a lot of time!" Two years spent balancing a tutorial group and work experience with a construction company taught her how to operate the levers of autonomy, and how to modulate her job according to her current proclivity: "I have always managed to shape the contours of my jobs so as to orient myself towards the areas that I like the most. That's how I've been able to do as much as I can in each of my jobs." But before asserting her expertise as an independent professional, Charlotte also scoured the workings of giants listed on the

CAC 40; honing this requirement until she reached a breaking point in her career, then taking pause to build perspective during a gap year: "Having a big salary, eating out every day and going to Club Med every two months... I wondered if this was really what life was all about. It is crucial to be aligned with and to respect yourself. I left a major audit firm to overcome my fears and travel alone. When I came back from this world tour of kitesurfing spots, I settled in Montpellier and even got my instructor's diploma, in order to practice this passion in parallel."

In this unfamiliar city, Charlotte battled to remain in the black in her first year and went on the attack, leaning on a strong network: "It is necessary to know how to solicit and use your network intelligently. Whatever the situation, there is always an ally to be found. It was thanks to the contacts I made at INSEEC that I signed my first client!" Out of loyalty to her former school, the woman who does not shy from disharmony now puts her knowledge at the service of the Lyon campus and its future graduates — "it's still a challenge for me; I'm not known for my patience!" While passing on the basics of internal auditing and finance in courses that are perfectly framed by the slides she has toiled to carefully compile,

it is not uncommon for the teacher to go freestyle. Because it is by stepping outside the box that Charlotte might manage to prove the law of attraction right; she who feels so alive when deploying her kitesurf in strong weather knows just how good it can feel to let the wind carry her.

WHAT MADE YOU PROGRESS AS A STUDENT, AND STILL DOES TODAY?

”

The conviction that I could contribute to the world and to society! When I was a student, I wanted to be a good worker, and to give my best while adding my stone to the pile. Today, I think I can do a little more; I can actually help design the building!

“

JULIE AGERON

School

SUP DE PUB

Program

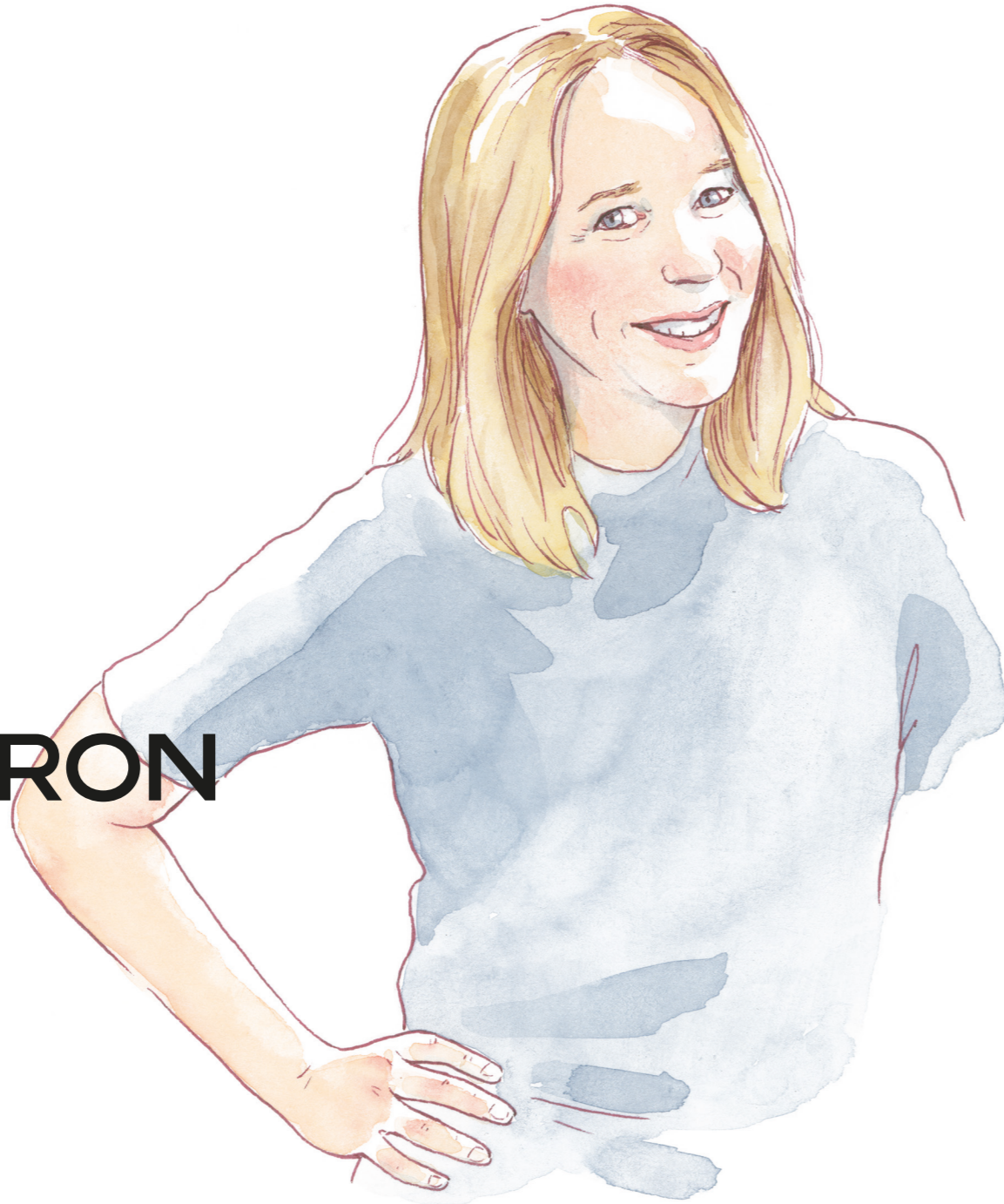
Corporate and Institutional
Communication

Graduation

2011

City of residence

Paris



”

There was only one spot, and I went for it.

For the inveterate globetrotter, it was not enough to tread the soil of the world's continents; as enthusiastic about the idea of grasping the planet's stakes in earnest as she is about surveying the scope of advertising well beyond flashy slogans, Julie advocates for strategic communication that does not yield to the artifices of logorrhea nor logomania: "Being creative without caring about understanding our environment leads nowhere." After her exemplary schooling, notwithstanding a year of law, she integrated Sup de Pub Paris on the advice of a friend. Impartial to the artistic aspect, Julie enjoyed geopolitical classes and their perennial implications, extracting much substance from their prose to feed her talents as a tactician — "knowing which lever to press depending on the circumstances is precisely what I find interesting." Julie was able to distinguish herself by taking on life-size immersive case studies with ardor, which, for her school, are as much a trade-

mark as a signature — "they are so deeply formative, so concrete." Orienting the choice of her internships in the same way, she succeeded in imposing herself on the Science Po candidates to legitimately earn her presence within the political and institutional branch of the Havas agency: "It was a path not taken by others, but I like things that are niche." After an experience at Paris City Hall and a university exchange in Sydney, in line with the customs and habits of a true Aussie mainlander, between a surfing session and a barbecue on the beach, Julie was able to deepen her knowledge on a more global level during a stopover in the great Down Under: "There was only one spot, and I went for it. Sup de Pub Paris also did me a favor by accepting that I take courses in political science and international relations, which did not fit in with my curriculum!"

After completing her master's degree in corporate and institutional comms and tacking on a year in political and public communication, Julie quickly found a position tailored to her at the General Commission for Territorial Equality. Continuing as head of communications at French Tech and the Agence du Numérique which was "real intellectual gymnastics," it was by following her intuition that she would seize "the opportunity of a lifetime." There she was in the United Arab Emirates, as Director of Communications for the French Pavilion at the 2022 Dubai World Expo, where she would spend two years travelling far and near before settling in the Middle East for half a year. She gave it her all to juggle press relations daily, intervening in the "influence" and "digital" dimensions, accompanying programming choices while supervising the creation of a virtual exhibition. Invariably at ease when it comes to receiving the leaders of major French companies, institutional personalities, or even VIP visitors like astronaut Thomas Pesquet, she sometimes had to rub shoulders with more down-to-earth stars, influencers, and other divas. Julie would not miss out on the chance to create a retrospective exhibition for Jean Paul Gautier alongside her best friend who she met at Sup de Pub Paris, manager for the designer's heritage

collection: "It was through this kind of undertaking that I realized that from a decision-making position, you have the freedom to put what you think is right for a project into action." The height of happiness for the travel lover, she has immersed herself in a kaleidoscope of codes from all landscapes, multiplying encounters à la "Erasmus", discovering other landmarks and new habits within the richness of expatriation — "but the next one, in 2025 in Osaka, will be without me: I prefer moving to challenge myself."

While solicitations from space or the cultural world may have presented themselves, now that her mission in the Arabian Peninsula is behind her, Julie is grounded and full of intent, knowing that no opportunity is purely heaven-sent: "When I speak at Sup de Pub Paris, I like to remind students that being good is not enough to build a career; because there are plenty of talented people! No one is irreplaceable, no one is waiting for you, you have to work hard and fight all the time without resting on your laurels. I'm the first to knock on doors! Rigor is as important as perseverance." Given the atypicality of her trajectory outside the usual strata, whether planning a future trip to Nepal or maintaining her dream of creating a scuba diving school, it

is by zigzagging through the lines that Julie draws this residual and driving force, leading her to both the peaks of mountains and into aquatic canyons.

WHAT MADE YOU PROGRESS AS A STUDENT, AND STILL DOES TODAY?

“

Discovery! At home, at my parents' house, there were always newspapers. I took interest in the tribune part; it allowed me to refine my ideas, to understand where my beliefs, my commitments and my values were. And then, when I see a summit coming, I tend to approach it from an angle; in my student life or personal life, that's how I've always oriented my choices.

”



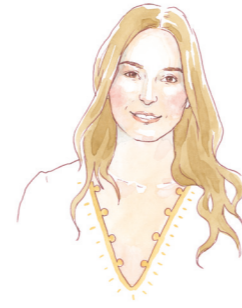
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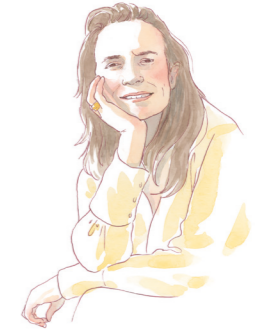
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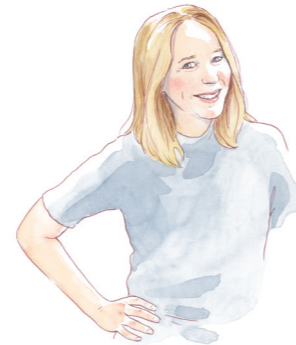
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