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ESSCA ANNOUNCES THREE APPOINTMENTS AND RENEWS THE CHAIRMANSHIP OF ITS BOARD OF DIRECTORS

A year ago, ESSCA School of Management unveiled the Odyssée strategic plan, which aims to position it as one of the institutions offering one of the best frameworks for work, research and learning in French higher education by 2024. In the continuity of the actions carried out, the School has taken another step forward with the creation of a Student Experience Department and is pleased to welcome Marie Courtois. David Bechtel joins ESSCA as the Group's Recruitment and Competitive Examinations Director and Pierre-Yves Genon is appointed Director of the Lyon campus.

ESSCA has also announced the appointment of Christian Nibourel as Chairman of its Board of Directors.

Christian Nibourel, the France and Benelux Chairman of Accenture from 2007 to 2018, was elected Chairman of ESSCA's Board of Directors on 13th January for a five-year term. A graduate of INSA Lyon and EM Lyon, he has devoted most of his 36-year career at Accenture to finance. He was the sponsor of ESSCA's graduation class in 2019 and has been a member of its Board of Directors since that same year. He is also involved in professional bodies - member of the Board of Directors of KLM, President of AGS, Association de Garantie des Salaires (association for the guarantee of salaries), and Advisor to the Economic, Social and Environmental Council - and has managed various programmes aimed at the convergence of the economy and the community.

He succeeds Yves Gevin, Chief Executive Officer of Banque Populaire Rives de Paris, who will remain a member of ESSCA's Board of Directors as an external expert. During his mandate, he accompanied a multi-site expansion, via locations in Aix-en-Provence, Bordeaux and Lyon, and helped lead ESSCA towards obtaining the triple accreditation of AACSB, AMBA and EQUIS, synonymous with excellence. Today, the School has more than 6,000 students on its 8 campuses around the world.

"I wish to continue the development undertaken by my predecessor Yves Gevin, and in particular the implementation of the Odyssée 20/24 strategic plan in which I was involved," commented Christian Nibourel.

3 appointments to support its development

Marie Courtois joins ESSCA in the newly created position of Student Experience Director

Reporting to Jean Charroin and a member of the Executive Committee, she will be responsible for ensuring the quality of student life on the various campuses and developing community life.

Marie Courtois was previously Director of the Career Center at HEC Paris. There she developed a growth strategy for career and coaching activities, strengthening the offer and support provided to the 3,500 students at HEC Paris. Previously, she contributed to the career team at Cass Business School in London, then directed the EMBA / Alumni division of INSEAD's Career Management Center for 7

years on the Fontainebleau, Abu Dhabi and Singapore campuses.

For two years, she managed the international development of the "Career Center" of the Chinese University of Hong Kong Business School and the implementation of a leadership and professional development programme. A former law graduate, Marie Courtois brings her international experience, acquired during more than 15 years of excellence in higher education, to the development of talent.

"I look forward to bringing ESSCA the strategic and innovative approach that will be invaluable to the success of Odyssée 20/24. Committed to the fulfilment of the talents I support, I know how to listen to help grow and mobilise a network of professionals present on three continents ", says Marie Courtois.

ESSCA has appointed David Bechtel to manage Recruitment and Competitions

Part of his job will consist of coordinating the Promotion, Admission and Competition teams on all of ESSCA's campuses and he will be in charge of operations designed to ensure the promotion and admission of French and international students to the various educational programmes offered by the school.

A graduate of INSEEC Paris and Sup de Pub, David Bechtel, 42 years old, has acquired solid cross-disciplinary experience over the past 20 years.

His career path has led him to work in large networked and multi-site companies. For the last 2 years, he was Deputy Director of EBS Paris and Geneva, in charge of Development and Admissions and notably piloted the project to create the EBS MSc & MBA programmes.

"I am very enthusiastic about the idea of joining ESSCA. I will be keen to put all my expertise in the field of business development acquired in the media, digital and higher education to work for my new teams and students. I firmly believe that we have the talent, experience and network to make ESSCA the benchmark management school in France and Europe," said David Bechtel.

David Bechtel succeeds Xavier Durand who was appointed last year as Director of the Angers campus.

Pierre-Yves Genon appointed Director of the Lyon campus

As CFO and HR, Pierre-Yves Genon has accompanied major international groups (Siemens, Sun Microsystems, Brunswick, Brambles) in their development for more than 20 years. Ten years ago, he gave new meaning to his career by joining higher education as Deputy Director of ESDES. In 2016, he joined ESSCA as Deputy Director of the site, where he participated in the creation and development of the new Lyon campus.

"ESSCA quickly aroused interest in the regional ecosystem. In 2019, three years after our arrival in Lyon, we moved into new premises in the heart of Gerland-Confluence with a surface area of 6,500 m2, and, in addition to our Grande Ecole Programme, put in place and developed both initial and continuing education programmes. Between now and 2024, more than 1,000 students will be enrolled. We are committed to pursuing, with our stakeholders, the qualitative and global development of the campus in order to consolidate our territorial foothold and confirm our position as a benchmark management school throughout the region," comments Pierre-Yves Genon.

Pierre-Yves Genon succeeds Jacques Boulay, who was appointed last year as ESSCA's Director of Operations.

About ESSCA

With 111 years of existence, ESSCA School of Management is a post-baccalaureate Grande École. It offers various courses in marketing, business, finance, HR, digital and consulting. It is a member of the Conférence des Grandes Ecoles and delivers a nationally endorsed Bac + 5 diploma, Master's degree and also offers Bachelor, Specialised Master and Masters of Science programmes. ESSCA School of Management is part of the 1% of management schools in the world that are triple-accredited by AACSB, AMBA and EQUIS, for the excellence of its programme, its international orientation and its strong ties to companies. Today it has a network of more than 16,000 alumni worldwide. Established on 8 teaching sites in France and abroad (Aix-en-Provence, Angers, Bordeaux, Cholet, Lyon, Paris, Budapest, Shanghai), the ESSCA Group offers an international curriculum in conjunction with a vast network of partner universities in 55 countries. The Grande École programme is also accessible through continuing education. The School also offers a range of training programmes specifically designed for executives, managers and operational teams.

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