



March-April 2008

This newsletter is also available online at:

<http://www.essecusa.com/newsletter/newsletter.htm>

After a winter hiatus, the newsletter is back. In this issue:

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We need YOU!

ESSEC Alumni USA is looking for volunteers in:

- **Organization of events:** work closely with Daniel Schimmel to organize more frequent and amazing events.
- **Web Management:**
 - * help Jean-Marie Truelle in web management and maintenance
 - * assist Anne Stone in managing the ESSEC USA Alumni database
- **Creating a Scholarship Fund:** join Philippe Mathe and François Luiggi in this new exciting good deed that will raise ESSEC profile in America
- **Any other area:** you want to become an active member of our ever growing community, let us know

Don't wait, in good old American fashion, get started now!

E-mail Anne Stone immediately at [Anne stone](mailto:Anne.stone@essecusa.com).

Job Forum

Job Database: See all job offers registered at AAGEF on <http://www.aagef.com/jobs/offerDetail.php?offId=59>

- Only those ESSEC alumni having paid their dues will be granted access to the web site. They must use the e-mail address provided by ESSEC: (in French) Sur le site <http://essecnet.alumni.essec.fr>, entrer son code d'accès, puis "mise a jour de la fiche annuelle" puis "update e-mails". Entrer l'adresse e-mail vers laquelle on souhaite faire suivre le courrier. Cela génère une adresse au format "prenom.nom@alumni.essec.fr" et fait suivre tout courrier. Contact: webmaster@essecmde.com ou 01 56 91 20 20.

To publish a job or internship offer, please e-mail [Anne stone](mailto:Anne.stone@essecusa.com).

Contact the ESSEC USA Chapters:

- [Chicago](#) – Damien Zinck
- [Miami](#) – Ovidiu Sofronia
- [Los Angeles](#) – Stanislas Debreu
- [San Francisco](#) – Olivier Poissonier

Contact the Newsletter Editor: Sylvia Naumann at newslettereditors@gmail.com



The busy New York City calendar

***NYBSC - Hofstra University Frank G Zarb Graduate School of Business, Kelly (Indiana University) MBA Alumni Chapter of NYC, Ross (Univ. of Michigan) MBA Alumni Club of New York, and MBA Corps Distinguished Speaker Series invite you to an evening with: New York State Comptroller: Thomas P. DiNapoli**, who is responsible for managing the \$150 Billion New York State Common Retirement

Sponsored by the: Alumni Benefits and Discounts Program

Date and time: Monday, **March 24**, 2008, 6:45 - 7:15 PM Reception (wine and beer), 7:15 - 8:15 PM Comptroller's remarks and Q & A, 8:15 - 8:45 PM Reception (wine and beer)

Location: The Down Town Association. 60 Pine Street, NY. Conveniently located next to the 2/3 Subway and three blocks from the 4/5 Subway. Also close to 1/9 to Rector St. or R/W to Rector St.

Admission: \$40 Members (Advanced Reservation), \$75 walk-ins

ESSEC alumni can register at member rate. To register, start here: <http://www.mbacorps.org/eventcia.htm>

***The INSEAD Alumni Association and AGEF invite you to a Movie Night and Discussion with Director James Ivory:**

Join James Ivory, recipient of the 2007 Trophée des Arts, for a Q&A session following the screening of "Le Divorce", with Kate Hudson, Naomi Watts, Thierry Lhermitte, Romain Duris, in English and French:

A modern story of Americans in Paris. Isabel (Hudson) flies to France upon learning that her sister Roxanne (Watts) has been abandoned by her cheating husband. Arriving first for support, Isabel is soon swept up in her own liaison, with Roxanne's uncle-in-law (Lhermitte). Now Isabel must decide where her loyalty to herself ends and loyalty to her sister begins. Elegantly filmed, Paris has rarely looked more inviting.

Date: Tuesday **March 25**, 2008 at 7:00 P.M. at

Location: FIAF – French Institute Alliance Francaise, 22 East 60th Street, New York

Admission: \$10 per person. Seating is limited; registration will close on March 24 at 6:00 P.M or earlier if the event is fully booked.

Please register on line at: <http://inseadcinemaledivorce.eventbrite.com>

***NYBSC happy hour:** New York Business Schools Club (NYBSC) is an association of business school alumni clubs in New York area. NYBSC was founded in the 90's and has been growing ever since (to date, 27 members, among which ESSEC USA Alumni).

Monthly networking event: Friends, significant others, and non-MBAs are welcome every 3rd Tuesday of the month.

Date and time of the next event: Tuesday **March 25**, 2008 from 6:30 p.m. to 10:00 p.m.

Location: Connolly's Pub and Restaurant (cash bar) 121 West 45th Street (between 6th Ave & Broadway), Phone: 212-597-5126

*** New York Chapter of the Kelley School of Business Presents Rock Your Marketing. A Punk Approach – courtesy of NYBSC, panel discussion April 10**

Join the Kelley School for a panel discussion about Punk Marketing, a new form of marketing that rejects the status quo and recognizes the shift in power from corporations to consumers.

Moderated by: Richard Laermer, co-author of "Punk Marketing"

The panelists are: Anne Auer - Director of Marketing, Kelley School of Business, Crystal Black-Davis - Founder & President of Savvy Events & Marketing; 2006 honoree for Kelley School of Business Symposium for Women Entrepreneurs; former marketing executive for Radio One and Manager of Global Business Development for Simdesk Technologies, Richard Guest - Managing Director, Tribal DDB, New York, Thomas Hustad, Professor of Marketing, Kelley School of Business

Date and time: Thursday, **April 10**, 2008, from 7:00pm to 9:00 pm (registration 7 to 7:30, panel discussion 7:30 to 8:30, and networking thereafter)

Location: Westin New York (at Times Square), Broadway Ballroom, 270 West 43rd Street, New York New York

Admission: IUAA and NYBSC members, \$20; non-members \$25

ESSEC Alumni register at member rate: Please go to www.kelley.iu.edu/alumni/calendar (Registration deadline is Monday, April 7th). For questions send your email to busalum@indiana.edu or call (812) 855 6340.

*** Join team NYBSC and NY Cares for New York City's spring cleaning: 14th Annual Hands On New York Day!**

We'll spend a day of good green fun as we revitalize New York City's public places such as local parks, gardens, and schools.

Friends, significant others, and non-MBAs are welcome

Date and time: Saturday, **April 12**, 2008 from 9:30 a.m. to 3:00 p.m.

Register with team NYBSC at: <http://www.handsonnewyorkday.org/nybsc> (Registration will be closed at midnight, April 6, 2008 or when the space is full.)

***Last but not least: the ESSEC Alumni USA Annual Meeting, followed by a friendly cocktail with appetizers at OPIA**

Date: Thursday, **April 17**, 2008

Location: Opia - 130 E 57th St | Btwn Lexington & Park Ave

Registration: will be confirmed in due course



Interview of the Month: Nicolas Morineaux ESSEC 99

Q1: Tell us about your background and current job?

After a 1st trainee in Japan for the Doctors without Borders, I made a 2-year apprenticeship for ESSO-France in Marketing.

My girlfriend - and now wife (...) - been in Japan, I made sure to go back there thanks to the 1-year Keio exchange program. Learning a fluent Japanese was the primary focus. No money, evening jobs, but a truly worth value long term investment.

Once graduated, I started working for LVMH-Celine, based in Tokyo, as Business Planning Control Manager during 3 years. That was an amazing opportunity to start a career in Luxury, found thanks to the ESSEC network, Celine Japan President been an alumni. Then a position of Sales & Marketing Manager still in Celine Japan allowed me to learn the ropes of Retail, Duty Free, CRM....

I moved to New York in 2005 and work as VP Finance for the LVMH-Fashion Division, supervising finance, logistics, IS, retail operations.

But I am leaving now to Hong Kong to create a shared organization for the LVMH Fashion Brands in Asia - great challenge after which I would love to come back to New York.

Q2: Why did you decide to come and stay here?

After 6 years of experience in one country, you need to choose: stay forever and be assimilated as a local, or move to another country.

Q3: What advice would you give to ESSEC graduates who would like to come to work here?

USA is HOT and we all receive resumes daily... so:

- First - good news - you did the right choice! Career wise, there is no better way to grow fast than to start abroad! All French business school graduates are competing on 1 market: France. Come abroad and optimize your chances, get challenged, get real challenges!!! Speaking French in France does not need diploma. Abroad, yes... you got it?

Have a clear position in mind & learn to talk about it. So many times young graduates limit their say on: I want to do marketing => what is marketing? => it is strategy => what is strategy ? => it is marketing!!!!

- Target well your position: corporate finance is not operational finance, marketing is not merchandising, go online (LVMH.com for instance) and read job descriptions to better understand your options.

- Cultivate your network. Simple: give a call, explain what you want to do, and try to get few names.

- Do a good follow-up when you contact an alumni: give a call -> send your Resume -> call 5 days later

- Go straight to the point: 5 bullet points max and a Resume is enough to understand your wish. Cover letters are so boring...

- Keep POSITIVE. The US is the country of positive energy. Show your enthusiasm!!! 80% is communication, 20% content (yes, after Gauss, learn Pareto), or even less. No positive thinking = no job.

- Never say "No"!!! We - French - are always saying no before say yes ...as much as Japanese people say Yes for a No!!!

A No would kill your chances here. To the question "do you want to do Logistics?", what answer sounds better to you : * "No, I want to do Retail Operations...." * or "I would love to collaborate with Logistics from a Retail Operations position"

- Don't wait for an amazing salary because you are ESSEC: it is easy to find great young graduates here from Kellogs or Columbia - and you all want to have a 1st experience in the US. Be patient: you will have a great salary progression within 2 or 3 years.

- Before you go to interview, do not limit your preparation to reading the website. We know it too and have no time to loose. Rather visit, talk with industry insiders, well thought opinions, even not politically correct, are a plus.

- You have no money and want to come as a trainee? Think mid term: investing 5.000\$ in pocket money for a trainee through a SoGe loan willbring you far!

- You have now the choice between 2 proposals and you do not know which one to choose? My feeling is to choose the position where your boss is stronger. Why? Your competitive advantage is always information and know-how. A strong boss will give you those rewarding tools.

Q4: How do you think your ESSEC background helped you?

- Be open vs. be matrix.

- Worldwide alumni network

- Down to earth

Thank you Nicolas and all the best to you and your family in Hong Kong!