



## February 2010

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### ESSEC USA

#### IT IS THAT TIME OF THE YEAR AGAIN – A message from our President Anne Stone

Chers Camarades,

Essec Business School Alumni Association Inc. ("ESSEC USA") fait aujourd'hui l'appel aux cotisations 2010, et vous trouverez ci-joint (p. 9) le formulaire de mise à jour de l'Annuaire Groupe ESSEC 2010 avec la mention des tarifs applicables sur le territoire américain.

Le paiement de la cotisation des ESSECs résidant sur le territoire américain est à faire en U.S. dollars **en faveur d'ESSEC Business School Alumni Association Inc.** En accord avec l'Association des Diplômés du Groupe ESSEC ("ADGE"), vous ne devez plus régler votre cotisation d'Ancien à la MDE.

**Le paiement de votre cotisation à ESSEC USA avant le 28 février 2010 vous permettra de figurer dans l'Annuaire 2010 et l'abonnement à la Revue Reflets est inclus dans le montant de la cotisation.** En outre, le montant spécifié dans le formulaire ci-joint (p.9) sera **déductible de vos revenus U.S pour tout montant supérieur a \$50.** Un reçu pourra vous être fourni par notre trésorier, Jean-Xavier Barthelemy si vous le souhaitez.

Vous pouvez payer en ligne à [www.essecusa.com](http://www.essecusa.com) ou envoyer un chèque en USD à :

Jean-Xavier Barthelemy  
c/o Guibert & Co. CPAs  
149 East 36th Street  
New York, NY 10016

Quel que soit le moyen de paiement choisi, la fiche de mise a jour doit être envoyée à Jean-Xavier Barthelemy pour assurer la bon suivi de votre cotisation.

Vous pourrez ensuite mettre a jour vos coordonnées sur le site [www.essecnet.com](http://www.essecnet.com) lorsque votre cotisation 2010 aura été comptabilisée.

Le paiement de votre cotisation aux Etats-Unis vous permettra de participer à toutes les activités organisées par notre réseau d'Anciens sur le territoire américain et nous espérons vous retrouver bientôt à l'un de nos prochains événements.

Bien amicalement,

Anne Stone



**ESSEC USA COMMUNITY EVENTS**

**UPCOMING EVENT**

**ESSEC USA ALUMNI – CHICAGO CHAPTER**

**Happy Hour - February 22<sup>nd</sup>, 2010**

The first Happy Hour of the Chicago Chapter of AAGEF (Association des Amis des Grandes Ecoles de France) was a success. Over 25 participants attended the event on January 25 at the Sofitel in downtown Chicago despite the snow flurries.

Please join us for the next Happy Hour on February 22.

**AAGEF Happy Hour.** Cash bar, free appetizers.

**When:** Monday, February 22, 2010 from 5:30 PM

**Location:** "Le Bar" of the Sofitel Water Tower Hotel, 20 East Chestnut Street, Chicago

**PAST EVENT**

**ESSEC USA ALUMNI – SAN FRANCISCO CHAPTER**

The San Francisco Chapter celebrated the new year with homemade galettes des rois on Wednesday January 20th in San Francisco.

Picture of the ESSEC Galettes des Rois event – San Francisco, January 20th





**ESSEC & Ecole Centrale de Paris sign a strategic alliance  
(Paris, November 27, 2009)**

Positive of the interest and the complementary character of their culture to educate world-class leaders, **ESSEC and Ecole Centrale de Paris have announced the signature of a strategic alliance.**

In face of the economic globalisation, both schools are convinced that world-class leaders will be those who have an excellent know-how of and are especially able to integrate disciplinary and cultural fields that are as vast and diverse as possible.

The challenges of the 21<sup>st</sup> century will naturally be global and complete – water, energy, sustainable development, agricultural and industrial land usages, organisation and structure of markets, etc. ... and they must be considered with multidisciplinary approaches. The ability to innovate will determine the success of individuals, organisations and national economies. For all these reasons, Centrale Paris and ESSEC are positive of the importance of a strategic alliance between their institutions which, they feel, will better serve France, making them competitive reference institutions at an international level.

**A strategic alliance Signature of a framework agreement**

The alliance between the two institutions is concretized by the implementation of a framework agreement covering all university missions:

- Full-time degree programmes
- Executive Education
- Research
- International
- Entrepreneurship

**Creation of a reciprocal double-degree**

ESSEC and Centrale Paris demonstrate innovation by offering their students the possibility to obtain, through alternating courses, the degree from the respective institution. Students will be identified by each institution during their first year based on an application and motivation letter. A jury combining members from each institution will then select the candidates.

This programme will allow students to obtain the degree from both institutions in 5 years– either ESSEC/Centrale or Centrale/ESSEC, by alternately attending courses at both institutions. Students from each school will undertake professional and international experiences during five years of demanding studies in order to respond to the graduating conditions of both degrees.

**ESSEC-Ecole Centrale Peking partnership**

ESSEC will contribute to training engineering students from Ecole Centrale Peking in China and to promoting teaching and research in European management. This partnership will allow **ESSEC** to offer courses to Chinese engineering students at Ecole Centrale Peking, as the **privileged partner in Management education.**

**Strengthening of the newly created Advanced Master Programme (M.S) in Entrepreneurship**

In September 2009, ESSEC and Centrale Paris launched jointly the Specialised Master (M.S) in Entrepreneurship, specifically oriented towards innovation technology. The programme's initial success encouraged the two schools to take another step forward.

According to Hervé Biausser, Director of Ecole Centrale Paris, "In completely rethinking its 2006-2007 engineering programme, Ecole Centrale has clearly reaffirmed its vocation to train multicultural pluridisciplinary leaders who are lacking in the world today; leaders who are able to initiate and carry out change. Our long-standing cooperation with ESSEC reassured us that ESSEC shares the same ambitions, the same values and in particular, they have the capacity to innovate and are internationally-oriented. This strategic alliance with ESSEC undeniably reinforces the originality, the attractiveness and the international visibility of both schools." Pierre Tapie, Dean and President of Groupe ESSEC adds, "Traditionally ESSEC establishes partnerships with excellent institutions and privileges strategic alliances between different cultures. ESSEC's pedagogy has always been on the cutting-edge of teaching. The strategic alliance with Ecole Centrale, which links ESSEC's fundamental values – innovation, excellence and humanism – with a minefield of growth represented by entrepreneurship and international technology - fits perfectly into this perspective."

**An alliance established on numerous existing collaborations**

Cooperating together for a number of years, the two institutions share similar structuring elements: the founding of the schools from a private initiative, a naturally entrepreneurial position, a taste for operational achievements, close contact with companies, precocious internationalisation. ESSEC and Centrale Paris created in 2002, along with the Université Paris Descartes and INSERM, **Paris Biotech**, a specialised public incubator in health that welcomes projects from scientific and technological research companies and offer a personalised guidance. Paris Biotech, received an "A" for its evaluation from Ministers and has developed its programmes further in order to integrate business incubators. Created in 2006, the "**Creation of Innovating Products**" (CPI) programme has the objective to promote the creation of new products and develop entrepreneurial spirit by initiating a mixed group of students coming from Ecole Centrale and ESSEC, to work together - joined by students from Strate Collège Designers. CPI is the first interdisciplinary programme in product innovation in France. Every year a number of companies and institutions submit concrete cases to be solved in the form of projects (Gemalto, Orange, Orange TV, La Poste, SFR, Cofiroute, the French Ministry of Foreign and European Affairs, Thalès, Guist'haut, Vallourec ...)

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**Interview of the month:**

**Jean-Marie Truelle**

**ESSEC 2005**

**MBA Candidate, Class of 2010**

**The Wharton School, University of Pennsylvania**

**... And ESSEC USA Alumni Webmaster!**

**Q1: Tell us about your background and current job. What are your responsibilities?**

I am a second year MBA student at Wharton. Prior to Wharton, I have worked for 3 years at a private equity firm Weinberg Capital Partners in Paris. Last summer, I did my internship at White Eagle Partners, a long short equity hedge fund in New York.

**Q2: Why did you decide to come and stay in the US?**

*The United States is a land of opportunities! As a foreigner, your difference is perceived as an asset and as long as you bring something to the table, you can be successful. While at ESSEC, I did an exchange program in the US and I really enjoyed it. That's why I have decided to come back.*

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

Two things: come to the US to talk to people and network. Visa is an issue and yes there is competition. But everything is possible! If you come to the US and talk to people in your industry, they will be happy to help as long as you show interest and commitment. It's a numbers game. At some point, you will get something. Three steps in your networking approach: 1/ ask people for an informational talk 2/ set up a meeting and ask them good questions (meaning be prepared...) 3/ never forget to thank the person when you are done with the talk. Too many people forget that aspect.

**Q4: How do you think your ESSEC background helped you to be where you are?**

My ESSEC background has helped me to believe that everything is possible in life as long as you focus and you show passion for your project/venture/job. It has also offered me unique opportunities in my career. Finally, I have learnt to be collaborative with my peers and that approach has been very helpful for me in the long run.

**Q5: What do you consider as your role in the ESSEC family?**

I am always happy to talk with ESSEC alumni or students and help them for career advice or answer their questions. I think it's important to be collaborative and contribute to the school as an alumnus. I am proud to be an ESSEC alumnus and I hope my contribution will make a difference.

**Thank you very much Jean-Marie for the interview and the many sleepless nights spent updating our website!**



**ESSEC USA Alumni  
Fellowship Ceremony - December 5, 2009  
International Leadership Award - Philippe Mathé Fellowship**

**The ESSEC USA Alumni association was proud to grant the First ESSEC USA Alumni International Leadership Award ~ Philippe Mathe Fellowship ~ in New York City, on December 5th, 2009.**

ESSEC USA Alumni had the pleasure, and profound pride, to announce the First Annual Recognition of International Leadership for North American Students by awarding the deserving candidate who has demonstrated significant potential and drive to contribute to an international career through graduate studies at the ESSEC MBA Program.

This Merit Scholarship is designed to offer qualified candidates the opportunity to supplement their North American undergraduate experience with higher education at ESSEC in France. The Programme consists of one Merit Scholarship awarded annually. The amount of the ESSEC USA Scholarship is 5,000 euro.

This was the first time that the "ESSEC USA Alumni International Leadership Award - Philippe Mathe Fellowship" was awarded and truly marked the new international position that ESSEC has taken and the growing attractiveness of the program for North American students.

The Fellowship Award ceremony on December 5<sup>th</sup> 2009 at Sofitel New York started with an opening speech from Denis Morisset (Promo 1979), Executive Director of the MBA Luxe and professor at ESSEC, and representing the management of ESSEC Business School.



*Denis Morisset*



Anne Stone presented ESSEC Alumni USA, the First International Leadership Award - Philippe Mathe Fellowship, and described how Rouelisa was selected.



*Anne Stone*

Rouelisa Lanche was chosen by the ESSEC USA Alumni fellowship committee from over 20 submissions. Her application was filled with enthusiasm and optimism for not just the unique richness of the ESSEC program, but also for her desire to share and learn within a true international environment.

Francois Luiggi joined Anne Stone on stage to congratulate Rouelisa and hand out the award to her.



*Rouelisa Lanche, Francois Luiggi*

Rouelisa Lanche presented herself and her motivation and gave her thanks.



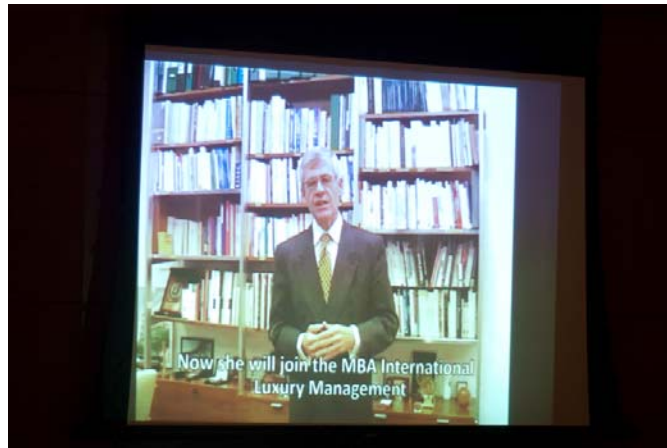
*Rouelisa Lanche*



After a successful seven years at Morgan Stanley, Rouelisa decided to leave Morgan Stanley to pursue her passion for fashion. Rouelisa Lanche said, "The ESSEC MBA in Luxury Brand Management is the perfect program for me, not only because it's located in France. There is no other full-time MBA program in the world that is commissioned by luxury leaders. This program will provide me with the skills and tools needed to be successful in the luxury fashion industry."

After meeting Rouelisa in person, we whole-heartedly support her goal of joining the ESSEC MBA program and launch an international career.

The Fellowship Award ceremony ended with Pierre Tapie's message through video replay and the cocktail party.



*Pierre Tapie*

With 30 Alumni attending along with Societe Generale and Rouelisa family, the night was a great success and we all want to thank Lucie Campos, our VP Events, for the fantastic job she has done in organizing an impeccable event.



*Lucie Campos, Michel Longchamp*





The ESSEC USA Alumni Association looks forward to continuing this scholarship and bringing more awareness to ESSEC.

We particularly want to thank Société Générale for their commitment to contribute 50% of the Philippe Mathé Fellowship scholarship program every year as a posthumous tribute to our dear friend Philippe Mathé, a former Société Générale executive.

Diony Lebot and Vincent Bonamy from Société Générale paid homage to Philippe Mathé.



*Diony Lebot, Vincent Bonamy*

#### Philippe Mathé

Prior to his passing in August 2008, Philippe Mathé was a senior executive with the Société Générale Group. He held numerous positions in North America, Europe and Asia throughout his 26 years with the company.

Mr. Mathé joined Société Générale in Mexico in 1982 from Banco Nacional de Mexico where he covered the Tourism Sector. He moved to Paris in 1985 to become Assistant Vice President for the Asian Desk of the bank's International Division. From 1986 to 2000, he held various managerial positions with SG Leasing and Corporate Banking entities in Paris, Mexico, Hong Kong and Singapore. In 2000, he returned to Paris to become Deputy CEO of European Coverage for Société Générale Corporate & Investment Banking, and was subsequently named Head of European Coverage in January 2002. In December 2004 he relocated to New York to become Head of Coverage for the bank's Americas region. In April 2007, he was appointed President and Chief Executive Officer of SG Equipment Finance USA Corp.

Mr. Mathé had a masters degree from Ecole Supérieure des Sciences Economiques et Commerciales (ESSEC).

To see all the pictures from the ceremony, go to: [http://www.robwhitephotography.com/Essec\\_2009/](http://www.robwhitephotography.com/Essec_2009/)

#### Contact the ESSEC USA Chapters:

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

Contact the Newsletter Editor: Sylvia Naumann at [newslettereditors@gmail.com](mailto:newslettereditors@gmail.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 annuaire" 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](mailto:webmaster@essecmde.com) ou 01 56 91 20 20.

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



## 2010 MEMBERSHIP YEARBOOK UPDATE

Yearbook updates are best done on-line. Please go to: <http://www.essecnet.com> to update your information.

Schedule of dues	
Regular Member	\$185
Supp. Spouse ESSEC Group	\$70
Retired Member	\$115
Young Alumni (05-06-07 classes)	\$115
Young Alumni (08-09 classes)	\$75
Supp. Spouse ESSEC Group (05-09)	\$40

**BID Log in:**  
(also used for connection on myessec.com)

Miss       Mrs.       Mr.

Name + First name: .....

Maiden name: .....

Address: .....

Email: .....

Year: .....

**ESSEC Group spouse if applicable:**

**BID Log in:**

Miss       Mrs.       Mr.

Name + First name: .....

Maiden name: .....

Address: .....

Email: .....

**Hereunder changes or corrections only:**

Miss       Mrs.       Mr.

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### PAYMENT VOUCHER

**BID Log in:** .....      **BID Log in of your spouse:** .....

**Surname:** .....      **First name:** .....      **Degree:** .....      **Class:** .....

2010 membership including magazines:      \$.....

ESSEC USA campaign:      \$.....

Additional contribution:      \$.....

**TOTAL:**      \$.....

You can pay your dues on line with your US credit card at [www.essecusa.com](http://www.essecusa.com) by clicking on the link "PayPal Payments" or make a check payable to ESSEC Business School Alumni:  
c/o GUIBERT & CO. CPAs 149 East 36th Street New York, NY 10016.

Dues include subscription to Reflets magazine and the ESSEC yearbook.  
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