

# NOVEMBER 2022 Newsletter



## Editorial by Remi Buttiaux (H.99), Chairman of the HEC Foundation's Campaign Committee

Dear fellow graduates,  
I am delighted to speak to you as a volunteer for the HEC Foundation over the past ten years and to share with you both the enthusiasm and the convictions that drive the members of the Campaign Committee that I represent. Our role within this committee is to raise awareness among all generations of graduates and to engage as many of our fellow alumni as possible to join the HEC Foundation's fundraising campaign: Impact tomorrow 2019-2024. This campaign at the service of HEC Paris is a unique opportunity to contribute to significant projects and to have a strong impact on the future of our School. To get an idea of the scope of the projects made possible thanks to donations, I invite you to watch the [replay of the HEC Foundation's annual gathering](#) held last month. We can be proud collectively of the dimension we are giving to the School's inclusion programs, in France and around the world, and such as [Pact Africa](#) and to the development of its Centers of Excellence and the [Society & Organizations Institute](#), to name but a few. Eloiç Peyrache and the teams at HEC have a great project for our School and we are here to help them deploy it. Many of us are already convinced that HEC is a formidable platform for serving the common good, and we are delighted that personalities beyond HEC graduates are now committing themselves to our side. I warmly greet my friends on the Campaign Committee, who are mobilizing to convince their fellow graduates to join this adventure! Especially since the tax incentives that exist in France and abroad are favorable to generosity. Few people know it but with 1€ per day, you can already have an impact! I can only encourage you all [to support HEC projects](#) with heart and generosity and to convince your fellow graduates to make a donation. Together, let's increase HEC's impact!  
Thank you very much for your support.

## The 3-Minute Update

### 📌 Info

#### Call for Alumni Going to the COP15 on Biodiversity

HEC Alumni would like to identify alumni who will travel to Montréal to attend the COP15 on December 7 - 19, 2022. To confirm your presence in Montreal, [please contact us](#). An event will be hosted by our [Chapter in Montreal](#) so that alumni present at COP15 can meet each other and connect with the local alumni community. Don't forget to read our [White Paper on Biodiversity](#), available in English and French.

### 📊 Initiative of the Month

#### Barometer

From 2023, 15,000 HEC graduates will be regularly surveyed on major economic and societal issues (climate change, impact of inflation on businesses....). These surveys will feed into a new HEC Paris observatory on trends and the business climate in general with a view to providing input for HEC programmes and other initiatives. The opinions expressed by our alumni will reinforce the impact and pertinence of HEC Paris' actions. Thanks in advance for your contribution!

### 📈 Figure of the Month: 1,000

#### Participate in a Climate Fresk

The HEC Transition Club is convinced that the Climate Fresk is an ideal tool to gather all alumni around a common and shared understanding of the scientific bases underlying climate change. HEC Alumni is supporting the Club as it launches a series of Climate Fresk workshops in France and around the world. The objective is to mobilize 1,000 alumni participants over the next 12 months. Sign up today! [Find out more](#)

## Your Association

## New Feature: Our Website Now Offers Multi-Currency Payments

The [HEC Alumni website](#) now allows you to pay for your event tickets and membership fees in many local currencies. Currencies currently available are: Euro, British Pound, Canadian Dollar, Hong Kong Dollar, Japanese Yen, Moroccan Dirham, Qatari Riyal, Singapore Dollar, Swiss Franc, United Arab Emirates Dirham and US Dollar. More currencies to follow.



## Rekindling the Flame under the Arc de Triomphe

Véronique Ehrhard (H.82), Elisabeth Laverge (HJF.75) et François Mirikélam (MBA.84), as well as 77 graduates and students represented our community under the Arc de Triomphe for this moving ceremony on November 14. This annual remembrance event provides us with the opportunity to remember those graduates who died during wartime.

## Save the Date: HEC Alumni Forum

On January 11 & 12, 2023, HEC Alumni will mobilize to support more than 1,000 students in their preparation for the *Carrefours HEC* (HEC Paris' annual recruitment forum). On the agenda: "personal branding" conferences, advice on how to get a first interview, how to network within the HEC community, proofreading of CVs, mock interviews, speed-mentoring...



## Services: Explore All That HEC Alumni Has to Offer You

Take advantage of the [lifelong learning offer](#) proposed by the HEC Paris ecosystem to broaden your knowledge and acquire new skills throughout your career.

ONLINE COURSES	BACK TO SCHOOL
The EDFLEX platform gives you access to courses in economics, digital technology, marketing, management, sustainable development and much more! <a href="#">Find out about Edflex</a>	Say YES to the Infinity Pass and get access to HEC Paris Executive Education programs. <a href="#">Explore the offer</a>

[Check out all our services for fee paying members](#)

## Flashback

### MBA Trek in London



The UK Chapter welcomed 40 HEC Paris MBA students from the Finance, Private Equity/Venture Capital and Consulting Clubs during their London Trek this past month. They had the opportunity to meet with 13 companies and to participate in a networking event with MBA alumni living in London. A huge thank you to the alumni for taking the time to meet and share their experience with the students!

## Read on HECStories.fr



### Anaïs Barut (H.16): Best Young Tech Executive Award with Damae Medical

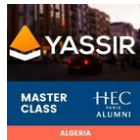
For its 20th edition, the Ivy Tech Prize which rewards each year a promising young manager from the technology sector, chose to reward Anaïs Barut and her two co-founders for their 3D imaging system capable of detecting skin cancers. Find out more about this exciting innovation. [Read more](#)



### Ning Li (H.06): The Journey of a Successful Businessman

After MyFab and Made.com for the online sale of furniture and decoration, the Ning Li has continued his entrepreneurial momentum with Typology, one of the leaders in online skincare sales. Three successes. A look back at the almost flawless career of this e-commerce winner. [Read more](#)

## Meetings not to be missed



### Decrypting the Keys to Successful Platform Models: The Example of Yassir - 15 Nov.

Do you want to start a digital business in Africa? Increase your knowledge and talk to the best in the business. Organized by the [Algeria Chapter](#). [Registration](#)



### Visit Bulgari Horlogerie - 18 Nov.

With the contribution of CEO Antoine Pin (H.93). The program will include a presentation of Bulgari Horlogerie, a cocktail lunch, a visit to the Bulgari Horlogerie workshop and product testing, a visit to Kif, Bulgari Horlogerie supplier. Organized by the [Switzerland Chapter](#). [Registration](#)



### How to Be Seen as an Authority in Your Field - 22 Nov.

If you feel that you deserve more or that it's time to make a change, this webinar will help you focus on the essentials of a compelling brand. As founder of Career on Purpose, our guest speaker O'ona Souissi helps international executives and high-level experts build meaningful careers. Organized by [HEC Life Project](#). [Registration](#)



### Entrepreneurial Journeys in the Blockchain Industry - 24 Nov.

This conference will bring together leading women from the Blockchain industry to share their experiences, challenges, and successes. Organized by the [UK Chapter](#). [Registration](#)

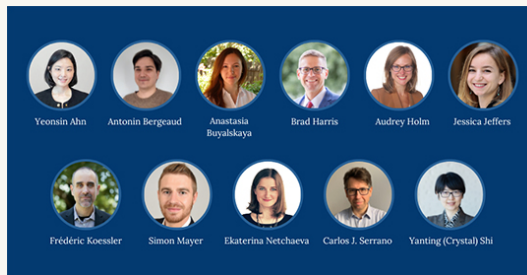


### Join an Online Climate Fresk - 29 Nov.

Whether you are a "know-it-all" on one or several themes related to the climate issue or a neophyte, the Climate Fresk is a game that adapts to all types of audiences, and its value lies more in the exchanges than in the basic knowledge you will arrive with. Come and join us to experience an online Climate Fresk together (workshops available in English, French, Spanish and Mandarin). Organized by the [HEC Transition Club](#). [Program and registration](#)

Consult the agenda for all our events [here](#)

## On the Campus



### 11 New Professors-Researchers at the Service of HEC's Academic Excellence

Every year, new professors join the HEC faculty. The beginning of the 2022-2023 academic year was exceptional in this respect: to further strengthen the School's thought leadership, 11 new professors have joined us, a 50% increase over the previous year. Coming from all over the world (four from Europe, five from North America and two from Asia), they embody HEC's commitment to impact through the excellence of their backgrounds and the diversity of their research topics. [Find out more](#)



### A New School Year to Imagine a Sustainable Future

Marked by geopolitical uncertainties, climatic events and the prospect of COP27, the start of the 2022 academic year was also an opportunity for HEC students to deepen their knowledge of new environmental and social issues. As part of the "SASI Ideas Festival" (organized by the Master in Sustainability & Social Innovation) or at the invitation of the School and student associations, students had the chance to benefit from the expertise of the many personalities invited to campus. Green growth for Eric Chaney, the impact of new technologies and resource scarcity with Guillaume Pitron, adaptation to climate change with Jean-Marc Jancovici, and the development of more sustainable economic standards with Emmanuel Faber... these are just a few examples of the inspiring visions that will enable new generations to better understand today's issues and imagine solutions for tomorrow's world.

[Read the article](#)

### HEC MBA Giving Month 2022

In October, the 3rd edition of HEC MBA Giving Month took place, a month-long collective mobilization to support HEC Paris' scholarship program for MBA students. More than 200 generous MBA donors from 38 countries and 50 different graduating classes raised €136,000 (+64% compared to the previous edition) which will allow the financing of 9 scholarships. A plaque bearing the name of each donor will be placed in the MBA building on campus, and a space will be dedicated to the MBA 2020 class for one year as it had the most donors for this 2022 edition. A big THANK YOU to all the donors and to the [HEC MBA Afterwork](#) team for their support. See you in 2023 to break new records! For more information, please contact [Jean-François Baumann](#)

This newsletter is produced every month with ♥ by HEC Alumni  
The entire HEC Alumni team is at your disposal, do not hesitate to contact us  
for information: [Laurence Rolland](#)

Happy reading!

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