

JANUARY 2023
Newsletter



The Women@HEC team

**Editorial by H el ene Bourbouloux (H.95)
President of Women@HEC**

Dear friends,

For this first editorial of the year, we wish you an excellent and balanced 2023. This year marks the 50th anniversary of co-education at HEC Paris, following the opening of the competitive entrance exam to women in June 1973.

50 years already, only 50 years, but 50 years forever.

We will be celebrating an anniversary that looks towards the future and not to a somewhat shameful past that excluded women without reason and maintained an unbalanced society.

The programme of events will focus on co-education, and more broadly gender balance. We will meet at the end of the year for a major event to share stories, experiences, and unifying moments around our common values.

This will also be the opportunity for me to pass on the torch of the presidency of WOMEN@HEC, a group that should only be a humble watchdog and guardian, since the values of equality and balance are actually shared and defended by the entire HEC community. The [Women@HEC club](#) has worked for the last twenty years to positively promote a gender balance that is fundamental to our society, and it will not let its guard down. It will remain active in order to shed light here and there and to protect achievements that are not easy to attain, or to move forward in areas where progress still needs to be made.

We hope that the balance between men and women, both collective and individual, to which we are viscerally attached, will be reflected in a new name for our club and that its governance will evolve so that it has parity. We are launching a reflection in this sense and your contribution will be sought during the year.

At the dawn of this new era and at the beginning of 2023, I hope that each HEC alum who has the chance to change the lines in his or her company as well as in society, will become an actor in the promotion of gender balance, diversity and equal opportunities.

The 3-Minute Update

Info



New Year Greetings from Adrien Couret (H.07), President of HEC Alumni

Specially recorded for the whole HEC Community, our President sends you his New Year wishes and tells you more about HEC Alumni's projects for 2023.

[See the video](#)

Initiative of the Month

Contribute to the Internationalization of the HEC MERCURE Awards!

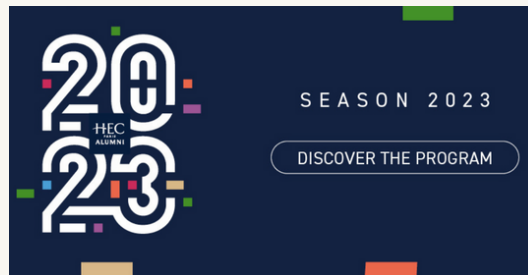
The HEC MERCURE prizes have rewarded entrepreneurs since 1999. From 2023, the Mercure prizes will become a global initiative, rewarding entrepreneurs from different geographical regions around the world. Committees are currently being formed to identify entrepreneurs locally. If you have an international profile, are well connected to your local entrepreneurial community and would like to contribute to the roll out of this annual initiative, [please contact us](#). [More information](#)

Figure: 1,600

The number of alumni supported by the HEC Life Project in 2022 through conferences, workshops, coaching services, individual interviews and mentoring.

Is your professional development one of your priorities for 2023? Discover the HEC Life Project program, events designed to open your horizons and help you achieve your ambitions. Many new events are being launched this year: [discover your MBTI profile](#), [media training workshop](#), [collective coaching for multipotentials](#), [New Year evolutions workshop](#), conference (only in French) "[En finir avec la productivité!](#)" [Discover all our events](#)

Your Association



Great Projects in 2023! To Take Advantage, Remember to Pay Your Membership Fees!

[It's the right time to join the Association](#) and benefit fully from the excellent [2023 season](#) we have in store for you! Meet-ups, coaching and training sessions, career opportunities, cultural events... We offer you a set of resources and services to support you in your projects, your desires and your career path. You are part of the world's most powerful alumni community, so don't deprive yourself of the opportunities it affords! [Join us and benefit from all the advantages available to you](#)

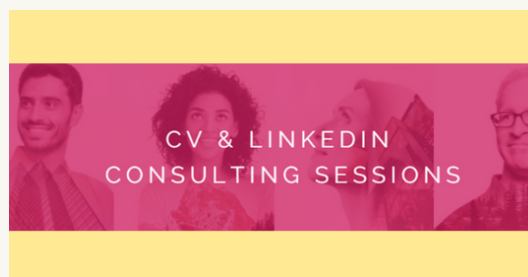
2022: Review HEC in the UK's Year on Video

On the eve of the opening of the UK House, discover the vitality of the HEC community in the UK. With more than 100 events organized throughout the year, the HEC community in the UK actively participates in the development of HEC's influence around the world. A mission that will be reinforced with the opening of the HEC UK House in Spring 2023! [Watch the video](#)

Climate Fresk Workshops: Discover the Programme for 2023

What are your resolutions this year to help fight climate change? HEC Alumni, the [HEC Transition Club](#), and many of our international chapters are organizing "serious game" workshops led by alumni to better understand the mechanics of climate change, and to explore the actions we can implement as citizens or economic actors. Participate in this strong and collective experience which will nourish your awareness of climate change, by joining one of our next sessions. [See the dates and register](#)

HEC Life Project Services



Focus on Our CV and LinkedIn Consulting Services

What if you took advantage of the beginning of the year to update your CV and improve your professional profile on social networks? Call on the professionals selected by [HEC Life Project](#) to enhance your CV, take advantage of all the potential offered by LinkedIn (awareness, job search, visibility), and boost your image.

- **CV Advice:** 1 hour by phone with an HR expert to rework your CV according to your professional objective. Available in French and/or English.
 - **LinkedIn Advice:** 30 minutes by phone with an expert to perfect your profile and use the full potential of LinkedIn. Available in French and/or English.
- For more information contact [Marine Homo](#)

Meetings not to be missed



UAE New Year Get-Together - 19 January

To start the year in style, we invite you to join us for our New Year get-together on Thursday, January 19th. In proper French tradition, *Galettes des Rois* will be served with the compliments of the UAE Chapter Board, our own way to wish you a wonderful new year. Organized by the [Chapter UAE](#). [Register](#)



Aperitivo @Piccolo Teatro in Milan - Networking and Galette des rois - 19 January

We are excited to invite you to our next Aperitivo at Piccolo Teatro in Milan to celebrate the Epiphany with *Galettes des Rois*. We look forward to seeing you there for this great occasion! Organized by the [Chapter Italy](#). [Register](#)



New Year Evolutions – 26 January

This workshop will help alumni learn a new way of thinking about setting goals that supports them at an unprecedented time in their lives, riddled by uncertainty, introspection and change fatigue. It is timed around the new year because people are actively thinking about this subject, not just because we are setting new year's resolutions. Let's leverage that thinking to become more expansive in finding new ways to build resilience in times of uncertainty. Organized by [HEC Life Project](#) and by the [Chapter UK](#). [Register](#)



Meet Thomas Jonas, HEC Alum of the Year, in NYC - 1st February

HEC Alumni is delighted to welcome you for a special gathering at the Chrysler Building in New York. Our guest of honor will be Thomas Jonas (H.93), named HEC Alum of the Year in June 2022. He will talk to us about sustainable transition. Other visitors will include Adrien Couret (H.07), President of HEC Alumni and Marguerite Gallant (H.03), Executive Director at HEC Alumni who will share the most recent updates from the Association. Organized by the [Chapter USA-NY](#). [Register](#)

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

Our selection from HEC Stories



Second-hand market: analysis by Lucía González Schuett (MBA.19)

In recent years, the second-hand market has seen a resurgence of interest. It should generate 7.4 billion euros in France in 2020. From private sales sites (Vinted, Leboncoin) to reconditioning specialists (BackMarket), as well as major players in the fashion, household appliance and even automobile industries, the phenomenon is affecting a number of sectors. Lucía González Schuett (MBA.19), Head of Sales Strategy and Business Development at Depop, a London-based marketplace for fashion between individuals, deciphers this craze, a tasty mix of confinement reflexes, ecological awareness and a crisis in purchasing power. [Read more](#)

On the Campus

HEC

Is the FTX Crash the End of Cryptocurrencies?

January 19, 2023
1:00 pm (CET)
On LinkedIn Live

Bruno Biais
Professor of Finance at HEC Paris

KNOWLEDGE@HEC

Is the FTX Crash the End of Cryptocurrencies? RESKILL Masterclass #2

What went wrong at FTX ? Will the FTX collapse affect the overall adoption and use of cryptocurrencies? How might this crash influence the regulation of the cryptocurrency market?

Join us on January 19 for an interactive masterclass with Bruno Biais, HEC Paris Professor of Finance and expert of cryptocurrencies. [More information and register](#)



Conference with Fahmi Quadir, a Short Seller, Entrepreneur and Netflix Star

The event will be preceded by an academic workshop with the S&O Institute's Research Community and will be hosted by Luc Paugam, Associate Professor at the Accounting Department of HEC Paris and CFA charterholder. Fahmi Quadir will address the topic "Frauds in Capital Markets: The role of Short Sellers". January 26, 7pm at Station F. [More information and register](#)

On the Occasion of Giving Tuesday, Discover the Class That Mobilized the Most...

A big thank you to all those who mobilized on Tuesday, November 29 for the "Giving Tuesday" day of generosity and solidarity to support equal opportunities at HEC Paris! Congratulations to the H.89 class who gathered the largest number of donors that day! And a very big thank you to all the donors who supported us in 2022! If you want to act today for the inclusion of all talents, please click here. [Thank you for your support!](#)

Inauguration of the Nathalie & Mathieu Gaveau Room

At the end of December, we were happy to see Nathalie (H.99) & Mathieu Gaveau (H.98) on campus to inaugurate a room in their name in recognition of their exemplary commitment to HEC Paris. Major Donors of the HEC Foundation for many years, they also give a lot of their time to HEC Paris, HEC Alumni and the Foundation. It was a beautiful moment in a small group, surrounded by their children, and with Pascal Quiry, Mathieu's former professor, as a special guest!

For more information on naming opportunities on campus, please contact [Marie-Hélène Gille](#) or 01 39 67 74 14

This newsletter is produced every month with ♥ by HEC Alumni, [Laurence Rolland](#).

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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