

MARCH 2024  
**Newsletter**



Augustin Landier, Professor of Finance, & Yann Algan, Associate Dean of Pre-Experience Programmes and Professor of Economics, HEC Paris

**Edito by Yann Algan, Associate Dean of Pre-Experience Programmes and Professor of Economics, & Augustin Landier, Professor of Finance, HEC Paris**

We are delighted to announce that the 2nd Business Leaders Lab barometer was launched on 20 March. This new survey focuses on the issue of **job satisfaction** and you can contribute to this research project by completing the short survey which was sent to you by email.

**What is the HEC Business Leaders Lab?**

The Business Leaders Lab was created in 2022 by HEC and the HEC Alumni association. Its aim is to identify the opinions and attitudes of HEC graduates to the major challenges of our time (changes in capitalism and work, climate change, etc.). The results of the surveys are used to improve the School's teaching and to formulate recommendations for companies and public policy while strengthening the links between the alumni community and research at HEC on these issues.

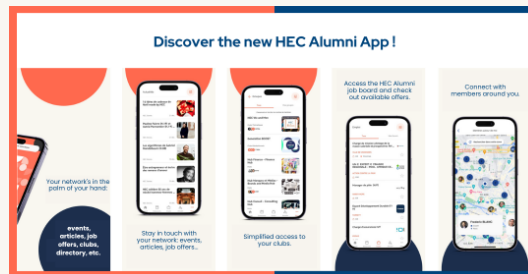
**Why is job satisfaction at the heart of the next barometer?**

In 2023, the first barometer provided a global overview of Alumni aspirations. One result struck us in particular: our alumni community stands out for its level of professional and personal satisfaction that far exceeds national averages. There are many studies on job satisfaction, but the views of managers, entrepreneurs and highly qualified employees on the sources of this satisfaction have not been analysed. That's why we hope that many of you will take part in this study. As with the first barometer, you'll be the first to know the results, and we'll be sharing your ideas for improving job satisfaction with the community. The surveys are, of course, anonymous and comply scrupulously with GDPR.

A personalised link to access the questionnaire was sent to you by email on 20 March. [You can also access the barometer here by connecting with the email address associated with your profile on the HEC Alumni database.](#)

**The 3-Minute Update**

**Info**



**Discover the New HEC Alumni Mobile Application!**

Stay informed of HEC Alumni activities, take advantage of a simplified access to your clubs, consult the online alumni directory and/or job board. Create links by connecting with the alumni with an address near you! This version includes new filters to enable our English-speaking alumni to filter events by language. Download the app on [Google Play Store](#) or [App Store](#)

Figure: 12



### Join the HEC Alumni Committee - Submit your Application

The 2024 applications to become a member of the HEC Alumni Committee are open! This year 12 mandates of the Committee are coming to an end. Candidates must present their motivations to a nomination committee and demonstrate a commitment to the HEC community. In the interest of promoting diversity among Committee members, we encourage candidates from all HEC programmes and wherever they are based. If you are interested, apply today, and no later than midnight on 17 April.

[To find out more](#)

### Initiative of the Month



### Join the HEC Paris Delegation at ChangeNOW 2024!

HEC Paris is an official partner of ChangeNOW 2024, the biggest solutions event for the planet (held in Paris). We are pleased to invite 100 alumni to join the HEC Paris delegation, made up of professors, students, employees and HEC alumni. In particular, the invitation is for a special VIP networking lunch for alumni on 27 March, which will be followed by an afternoon of sessions developed by HEC Paris and Professor François Gemenne, co-author of the sixth IPCC report.

[More information and registration](#)

## Your Association



### Big Plans for 2024... To Take Advantage, Remember to Subscribe to HEC Alumni!

It's time to join the Association and take full advantage of the benefits reserved for members! Coaching, online programmes and HEC executive courses, professional opportunities, special events, exclusive services... A whole range of resources and services is at your disposal, to support you in your projects, your desires and your career path.

You're part of the most powerful graduate community in the world, so don't miss out on its many opportunities!

[Join us and benefit from all the advantages](#)



### Mercure HEC 2024 - Discover the Nominated Entrepreneurs

This year, 35 entrepreneurs, representing nearly 25 different international chapters, have been nominated after a long and rigorous search and discussion by our 8 regional Selection Committees around the world. The 2024 selection of nominees is very rich, diverse, and as always, extremely talented.

Opening of the voting platform: 8 April

[Discover the list of nominees](#)



Wednesday, May 29th 2024

7pm - 1am

Hotel Potocki  
27 avenue de Friedland, 75008 Paris - France

Dress code: Black tie, cocktail dress

FIND OUT MORE

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### HEC Gala Dinner - 29 May

For its fourth edition, the Gala Dinner returns this spring at a venue that has been emblematic for many of our Association's major events: the Potocki Hôtel, headquarters of the Paris Ile de France Chamber of Commerce and Industry. Expect to be surprised and charmed by the venue, its ambience, its enchanting gardens and exceptional decor! To make the evening even more meaningful, as is now the tradition, we will be mobilizing the generosity of participants to support HEC's equal opportunities projects with determination and ambition. [Reserve a table in your name, for your company or for your graduating class for this not-to-be-missed event](#)



### SAVE THE DATE : Rock'on the Campus! 1er June

HECFEST is the HEC community's musical, rock and festive event, bringing together your favourite rock bands from your years on the HEC campus. In 2024, the 2nd edition of HEC's intergenerational rock festival is back with a vengeance and will be setting up its two stages on the HEC Campus around the legendary KFet on 1 June, from 3pm, with an even bigger line-up. If you are an HEC musician and would like to bring your band back to life on one of the HECFEST stages, there's still time! Contact [Jean-François Valent \(H.88\)](#) and/or [Xavier Domont \(H.89\)](#). [Relive the highlights of the 1st festival](#), which brought together 7 groups from the classes of 1982 to 2026 and delighted over 300 festival-goers.



### SAVE THE DATE: Annual General Meeting & Summer Party - 17 June

HEC Alumni is pleased to invite you to its Annual General Meeting, as well as to the Summer Party which will follow to celebrate the year's achievements and which will be held at the Chamber of Commerce Paris-Ile de France headquarters, Hôtel Potocki. Reservations for a place at the venue will open from 3 April but it is also possible to attend online.

<p><b>Get together again!</b></p> <p>Friday 28<sup>th</sup> June 2024 Evening</p> <p><small>These dates might be subject to some changes 18:30 to 20:00 - All cohorts up until Class of 2014 21:00 to 23:00 Class of 2019</small></p> <p>Casual gathering in the heart of Paris at the HEC Alumni House close to the Champs-Élysées</p>  <p>Alumni only</p>	 <p><b>Lunch cruise on the Seine River</b></p> <p>Saturday 29<sup>th</sup> June 2024 Time: 12:30 - 14:30</p> <p>Apéritif 12:30 Boat departure at 12:50 Vegetarian meal available</p> <p>Children welcome</p>	<p><b>Campus experience</b></p> <p>Saturday 29<sup>th</sup> June 2024 Time: 15:30 - 19:00</p> <p>Join us for a relaxed afternoon visiting the campus, with fun moments, and the joy of reconnecting with your MBA family</p> <p>Transportation included (to and from Paris)</p>  <p>Open to all</p>
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### MILESTONE MBA REUNION - 28 and 29 June

During the 2024 Milestone MBA Class Reunion, enjoy an evening at the HEC Alumni House on Friday, and lunch on the Seine on Saturday followed by a relaxed afternoon on campus. Book your place now, with early bird discounts until 31 March. [See programme and registration](#)

## Our Selection from HEC Stories

### **Charles Bark (EM.05), Aging Better with AI**

Prevention is better than cure. That's the motto of HiNounou, a « digital twin solution » created by Charles Bark (EM.05) to monitor the health status of seniors while at home. Read more about a serial entrepreneur divided between France and China.

[Read the article](#)

### **Louis Vérin-Kieffer (H.16) : Mapping Infrastructures in Africa**

With his start-up Mitsio Motu, Louis Vérin-Kieffer (H.16) and his team geolocate African infrastructures to assist public and corporate decision-makers in providing access to basic services, putting data at the service of populations.

[Read the article](#)

## Meetings Not to Be Missed

### **Startup Governance and Business Angels - 27 March**

This event presents the Luxembourg startup ecosystem and the skills it requires of directors interested in supporting startups and those who want to consider becoming business angels.

It is insightful to have all the most representative actors from the startup ecosystem diving into the significance of governance for startups from diverse perspectives. Entrepreneurs, investors, aspiring and experienced non-executive directors will explain how good governance can attract investments and foster innovation. Organized by the [Luxembourg Chapter](#). [Register](#).

### **Meet Axelle Ducos, Chief Growth Officer at the Land Life Company - 27 March**

We are happy to invite you to meet Axelle Ducos, a HEC alumni, Chief Growth Officer at the Land Life Company. Axelle will present the activities of the Land Life Company, a science and technology driven company with the mission to restore degraded land at scale, helping customers and landowners to invest in high-quality nature-based solutions and partnering with local stakeholders.

Organized by the [Netherlands Chapter](#). [Register](#).

### **Startup Pitching Night - 11 April**

Innovation, networking, boldness, entrepreneurial spirit, green transition, inspiring encounters...

We have selected 6 start-ups from the HEC Incubator, with strong potential and a wide range of activities, all looking for investors and partners to continue their development, particularly in Belgium. Organised by the [Belgium Chapter](#). [Register](#).

## On the Campus



### Brad Harris - New Associate Dean of MBA Programmes

Following the election of Prof. Andrea Masini as Dean of Faculty at HEC Paris and the interim period which was covered by Prof. Kristine de Valck, HEC's MBA programmes welcome Brad Harris as their new Associate Dean. He is a Professor of Management and Human Resources at HEC Paris, and his main areas of research and teaching are leadership, team dynamics and human resource systems in fast-growing organisations.

[View profile](#)



### HEC Paris and the Red Cross: Together for Social Impact

HEC Paris joined forces with the French Red Cross on 7 February as part of a two-year partnership to train leaders who are aware of social issues and capable of making a positive impact on society.

The partnership focuses on four key areas: student training and involvement; social innovation; conducting action-research projects in the field of solidarity and humanitarian aid; and offering high-impact professional opportunities to students and alumni of the school.

This collaboration marks a major step forward, fully embodying the THINK, TEACH, ACT triptych that lies at the heart of HEC Paris' mission.

[Find out more](#)



### A Memorable HEC Imagine Fellows Evening at the French Ministry for Foreign Affairs

Nearly 70 people gathered to find out about the progress of the HEC Imagine Fellows programme and the deployment of the Business & Peace and Business & Human Rights themes at HEC Paris, in the presence of key figures from the school. It was also an opportunity to listen to the remarkable stories of the 12 Imagine students from Afghanistan, Ukraine, Belarus and Syria present on campus. A moment to reflect on the role of business in building peace, and a reminder of how dialogue can help resolve conflicts and build a better future. If you would like to support HEC Imagine Fellows, [you can make a tax-deductible donation here](#).



### Academic Excellence Rewarded by the HEC Foundation!

Each year, 10 prizes are awarded by the HEC Foundation in recognition of the best work by HEC students and professors. Two ceremonies were held on 26 February and 4 March at HEC Alumni, bringing together donors and representatives of sponsoring companies, members of the jury, prize-winners, faculty members, thesis tutors and teams from the school. This is an excellent way of strengthening the links between HEC and its sponsors, and of highlighting the academic excellence and cutting-edge research carried out at HEC Paris.

[Discover all the winners of the 2023 edition](#)

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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