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KEDGE Business School Chairmanship

Stanislas de Bentzmann takes over from François Pierson: from one great business leader to another

Following the KEDGE Business School AGM held on September 26, 2017 in Paris, the Board of Directors, composed of elected members from the CCI’s (Chambers of Commerce and Industry) of Bordeaux Gironde, Marseille Provence and the Var, as well as leaders of major companies and representatives of local authorities, appointed Stanislas de Bentzmann to succeed François Pierson as Chairman of the Group.

This appointment is consistent with the Group's history of strong chairmanships held by top business leaders recognised for their vision and their distinguished careers. Stanislas de Bentzmann, President and co-founder of Devoteam, and former President of CroissancePlus will take over for François Pierson, the former CEO of AXA France/Canada and current President of AGIP.

During his 13 at the head of Euromed Management and later KEDGE Business School, François Pierson played a pivotal role in the mergers which have taken place within the business school landscape. He leaves his successor with a well-established school, acknowledged as one of the best both nationally and internationally.

Under his leadership, KEDGE has delivered strong financial results and developed a sustainable economic model, enabling the School to prosper without the help of subsidies. Its turnover is in excess of €100 million, a portion of which is dedicated to funding strategic investments, particularly in the field of digital development. The School has reached a "critical" size - the largest business school in France in terms of student and professors - joining the ranks of other elite international business schools. This status has enabled KEDGE to attract top-level researchers (394 CNRS stars in 2015-2016). Today, its students are taught by 183 full-time professors, recognised as being among the best in management science in France.

Over the term of François Pierson's chairmanship, KEDGE has become a "triple-accredited" business school (accredited by AACSB, EQUIS and AMBA, each for the maximum duration). The French Ministry of Higher Education and Research has granted the renewal of the School's autorisation to deliver Masters Degrees for the "Grande Ecole" Programme for the maximum duration of 5 years. KEDGE has also been awarded the autorisation to deliver a second Master's Degree in its International EBP Programme. Moreover, the School's Executive MBA is now ranked 22nd and listed by the Financial Times as one of the Top 30 Business Schools in Europe.

François Pierson says: "The future of the School is focused on definitively establishing KEDGE among the Top 15 business schools in Europe and the Top 5 in France". Every year, its French campuses in Paris, Bordeaux, Marseille and Toulon welcome students from all over the world and offer them a truly international experience. The School also draws on its national and international network of 55,000 alumni and is continuing to develop its presence abroad with campuses in Africa and Asia. KEDGE, established in China since 2002, also holds a significant lead in the highly strategic higher education market in China.

As current CEO and co-founder of Devoteam, a company specialising in global digital solutions, Stanislas de Bentzmann is taking the reins of a rapidly growing school. "KEDGE has succeeded in achieving a critical size and
international recognition. The Group must now focus on its digital transformation and intensify its international growth, while continuing to serve its students and alumni, as well as its corporate partners”, explains Stanislas de Bentzmann.

With regard to its governance, Stanislas de Bentzmann was appointed Chairman of the KEDGE Board of Directors. François Pierson will remain a member of the Board of Directors to support KEDGE’s development in Africa. In terms of executive leadership, José Milano, who previously held the position of Deputy Director General, was appointed Director General of the Group on September 1, 2017. He takes over from Thomas Froehlicher.

Mini bio of Stanislas de Bentzmann, new Chairman of KEDGE Business School
After graduating from business school in 1987, Stanislas went on to study marketing and computer science at San José University in California. Upon his return to France, he started up his first business, Message, a company specialising in setting up production units abroad for large retailers. He sold the company in 1990 and went to work for Randstad. In 1995, capitalising on the development of the telecommunications industry, he launched Devoteam with his brother Godefroy. Listed on the stock market since 1999, Devoteam currently employs approximately 5,000 people and is present in 17 countries.

About KEDGE Business School
KEDGE Business School is a benchmark French business school with four campuses in France (Paris, Bordeaux, Marseilles, and Toulon), three abroad (Shanghai, Suzhou and Dakar) and three partner campuses (Avignon, Bastia and Bayonne). The KEDGE community is made up of 12,600 students (25% of whom are international students), 183 full-time lecturers (44% of whom are international), 275 international academic partners and 55,000 alumni around the world. KEDGE offers a portfolio of 32 training programmes in management and design for students and industry professionals. It also provides customised educational programmes for businesses at national and international levels. KEDGE Business School is AACSB, EQUIS and AMBA-accredited, and is a member of the Conférence des Grandes Ecoles. It is also recognised by the French government, with covered programmes, and has obtained the EESPIG label. KEDGE is ranked 33rd by the Financial Times in the European Business School ranking and 22nd globally for its Executive MBA.

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