PRESS RELEASE – 13.10.2017

KEDGE Business School appoints Hervé Remaud as Director of its Global Executive MBA

Michel Gutsatz becomes Scientific Advisor of the Global Executive MBA and has in charge the development of new digital MBA programmes

Delivered in Paris, Marseille and China in collaboration with the prestigious Shanghai Jiao Tong University, the Global EMBA has gained international reputation, supported by its ranking (22nd) in the Financial Times’ top 100 Executive MBAs worldwide, and its 5-year AMBA accreditation renewal obtained in 2017.

“The Global Executive MBA gives KEDGE an international visibility, increasing our attractiveness towards Executive Education audiences in our Paris and Chinese facilities,” says KEDGE Director General José Milano.

Hervé Remaud, Professor of Marketing and formerly Director of the Wine & Spirits MBA at KEDGE, has been contributing to the development and success of the Global Executive MBA for several years. “Feedback from our Global MBA alumni shows that the programme offers its participants considerable added value, both financially and career-wise, which is the signature of the best Executive MBAs anywhere in the world”, Hervé Remaud points out. “My goal is to help our MBA participants to reach their aspirations and reveal their personal path to success”.

Michel Gutsatz, who directed the Global MBA since 2008, is now responsible for developing new digital MBA programmes for high-potential managers to support their adaptation and transformation to meet the challenges of digitisation and globalisation. He will also act as a Scientific Advisor of the Global Executive MBA.

Conducted in France (Paris and Marseille) and China (Shanghai), in partnership with Shanghai Jiao Tong University, the Global MBA is the only French MBA recognised by the Chinese Government. The Global MBA benefits from a network of more than 1,800 alumni around the world, including 750 in China.

Short bio of Hervé Remaud

With more than 15 years of experience in the academic world, Hervé Remaud holds a Doctorate in Agricultural Economics from the École Nationale Supérieure d’Agronomie in Montpellier. Formerly Assistant Professor at the University of Perpignan, then lecturer and researcher at the University of South Australia in Adelaide for five years from 2005 to 2009, he has been in charge of developing marketing training courses for Australian seafood/aquaculture professionals. He advises wine regions and companies on their sales and marketing development. His research has a particular focus on consumers and brands behaviour. He co-authored a documentary describing the Bordeaux wine place and its en primeur sales system. He joined Bordeaux School of Management in January 2010 with the objective to head the Wine and Spirits MBA, which he did until the end of 2015. Since 2013, he has been strongly involved with the Global Executive MBA.

About KEDGE Business School:

KEDGE is a leading 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 (including 25% coming from abroad), 183 professors (including 44% coming from abroad), 275 international academic partners and 55,000 alumni around the world. KEDGE offers 32 programmes in management, designed for students and industry professionals. It
also provides tailor made 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 labelised programmes, and has obtained the EESPIG label. KEDGE was ranked 33rd by the Financial Times in the European Business School ranking and 22nd globally in its Executive MBA ranking.

kedge.edu -@kedgebs -Facebook/kedgebs

KEDGE press contacts:
Julien Ravier Tel. +33 (0) 671 535 161 / julien.ravier@kedgebs.com
Boris Galinat Tel. +33 (0) 556 842 212 / boris.galinat@kedgebs.com

If you would rather not receive future communications from KEDGE BUSINESS SCHOOL, let us know by clicking here.
KEDGE BUSINESS SCHOOL, 680, cours de la Libération, TALENCE, . 33405 France

--