KEDGE signs a partnership with Procter & Gamble

KEDGE and Procter & Gamble have announced the signing of their partnership, which formalises their years-long working relationship. KEDGE will assist the multinational Procter & Gamble in the development of its employer brand, while Procter & Gamble will support KEDGE’s marketing programmes.

“This agreement confirms a long-standing relationship between KEDGE and Procter & Gamble,” stated Christophe Mouysset, KEDGE’s Director of Corporate Relations. “It is essential for KEDGE to be able to count on a group that is a global leader in its sector, with great career opportunities for our students and graduates.”

This partnership was signed at Procter & Gamble (P&G) France’s head office in Asnières, in the presence of:

- Nicolas Besnard, P&G’s National Sales Director for France, a KEDGE graduate
- Marlène Renaud, Talent Manager France-Benelux
- Christophe Mouysset, KEDGE’s Director of Corporate Relations.

As part of this partnership, Procter & Gamble and KEDGE will work closely in the following areas:

- KEDGE’s corporate relations teams are to advise P&G on how to develop its employer brand.
- The school is to support Procter & Gamble in optimising the recruitment of young talents and managers trained by KEDGE.
- The company and its managers are to work directly with KEDGE in order to contribute to the continuous improvement of its teaching programmes. In particular, Nicolas Besnard, P&G France Sales Director, will join the Programme Committee for the MSc Marketing & Brand Management.

This collaboration with Procter & Gamble boosts KEDGE’s expertise, as it has made marketing one of the strategic focuses of its research and programmes.

About Procter & Gamble:
Procter & Gamble sells convenience goods in the health and beauty segments, with more than 50 brands: Pampers, Always, Tampax, Ariel, Swiffer, Mr.Clean, Fluocaril, Oral-B, Gillette, Vicks, Head & Shoulders, Pantène, etc. In 2017 the company’s turnover was 65.1 billion euros, with a workforce of 95,000 people, 2 factories in France and a sales network reaching 180 countries.

About the Marketing Center of Excellence:
The Marketing Center of Excellence, run by Prof. Boris Bartikowski, focuses on companies and markets on the one hand, and consumers and consumption on the other. For the last three years, major emphasis has been placed on the following areas from a research and development perspective, namely on Purchasing and Market Studies within the B2B field, and on Branding, Consumer Culture Theory, Customer Relationship Marketing, Digital Marketing, Entertainment, and Innovations in Services within the B2C field. This has enabled a collective
research approach with significant results. A team of 35 researchers is currently involved in multiple projects that are paying off in terms of results and teaching and sectoral impact.


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 57,000 alumni around the world. KEDGE offers 36 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 40th by the Financial Times in the European Business School ranking and 37th globally in its Executive MBA ranking.

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