



PROGRAMME

13:15 WELCOME

13:45 CONFERENCES

E-retail: Fashion, online the online retail mainstay

Gaële Wuilmet - Country Manager - **Asos France**

Thierry Petit - Founder - **Showroomprivé**

E-management: Leading teams remotely (IN ENGLISH)

Emmanuelle Leon - HR professor - **ESCP Europe**

Monique Cumin (88) - Managing Director - **Lasting Success**

E-tourism: The 2.0 travellers

Kevin Mauffrey - Senior Market Manager - **Expedia**

Maud Larpent - Head of Partnerships, Hotel Chains - **Tripadvisor**

15:15 GIANT SPEEDNETWORKING

Expand your network in 10 minutes!

17:15 CONFERENCES

E-communication: Create value through media (IN ENGLISH)

Jean Muller (2000) - Deputy Vice President, Sales and Development - **JCDecaux France**

E-career: Social networks, a new tool for your career

Cyril Bladier - Digital Strategist, 2.0 Career Expert

Jorg Stegemann - Headhunter, coach and blogger

18:45 141ST ESCP EUROPE ALUMNI GENERAL ASSEMBLY

19:15 « DIGITAL GENERATION: THE EXPERTS...»

WITH SPECIAL GUEST SPEAKERS

Michael Aidan (88)

VP Marketing Danone Waters

& Head of Digital

- **Groupe Danone**

Carlo d'Asaro Biondo

VP, President Operations Southern

Eastern Europe, Middle East Africa

- **Google**

Jean-Michel Noir (90)

CEO - **Redcats**

Marie-Laure Sauty de Chalon

CEO - **Aufeminin.com**

Cyril Zimmermann (94)

CEO - **Hi-Media**

The debate will be moderated by

Christophe Barbier (MS 90)

ChiefEditor - L'Express

20:15 ALUMNI OF THE YEAR 2013 PRIZE

Awarding ESCP Europe's rising stars, in partnership with Montblanc

20:30 COCKTAIL

21:30 PARTY WITH DJ

in partnership with the student association

*Throughout this event, visit the
Partners' Forum and the ESCP Europe
Start-Up Village.*