

KEDGE
COMMUNITY

KEDGE
法国凯致商学院
原马赛与波尔多商学院

法国凯致商学院校友印象志 + KEDGE ALUMNI BOOK 2021 EDITION

RENCONTRE
AVEC LES
KEGGERS



EDITION 2021

KEDGE
法国凯致商学院
原马赛与波尔多商学院

Discover
Decode
Do

法国凯致商学院深耕中国高等教育市场多年，先后与三所负有盛名的国内高校建立合作伙伴关系：2003 年与上海交通大学合作开办国际在职 MBA 项目，致力于培养中欧高级管理人才；2010 年和 2018 年，相继与中国人民大学和中央美术学院合作创建两所中法学院，分别着力于在人文社科领域和艺术设计管理领域，培养下一代领导型人才。

2021 年，全新推出的与上海交通大学文化与创意产业学院合作开办的混合型工商管理硕士项目 (Blended MBA)，展现了学校一直以来对创新坚持。这是我们在 2022 年推出的第一个为中国公司量身定制的高管教育课程，更多系列课程也将陆续推出。

目前，法国凯致商学院有近 74,000 名校友分布在全球各地。其中，有 4,000 多名校友在中国发展。中国校友及其组织身兼重责，他们将向全球校友社群展示当今中国正在发生的创新实践。作为中外企业的高级管理人才和各个领域的专业精英，他们深度参与行业变革创新，在塑造以社会公平和进步为关键需求的新型工业化、数字化和多元化的世界的进程中起到积极作用。

Michel GUTSATZ

中国区副院长

法国凯致商学院

KEDGE Business School has a long-standing presence in China with partnerships with three of the most prestigious Chinese universities & schools: Shanghai Jiao Tong University (since 2003) for its Global MBA where European and Chinese executives study together, Renmin University of China (2010) for the Sino-French Institute in human and social sciences, China Central Academy of Fine Arts (2018) for the Sino-French Institute in Management in Arts and Design.

In 2021 has been opened the new Sino-Europe Blended MBA in partnership with SJTU/Institute of Cultural & Creative Industries, thus showing once more how innovation drives KEDGE. This is the first of many forthcoming Executive Education programmes tailored for Chinese companies that we will introduce in 2022.

All this leads to increasing the KEDGE community in China where over 4,000 alumni work in 2021 out of nearly 74,000 alumni worldwide. The KEDGE China Alumni have a special responsibility to the whole Alumni community in sharing with them the innovations that are happening in China today. As executives of prestigious Chinese and foreign companies and leading experts in various fields, they are deeply involved in the transformation and innovation of industries, contributing to the process of shaping a neo-industrial, digital and multipolar world where social fairness and meaningful progress have become key demands.

Michel GUTSATZ

Associate Dean China

KEDGE Business School

法 国 凯 致 商 学 院 校 友 印 象 志

K E D G E A L U M N I B O O K 2 0 2 1 E D I T I O N

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ENLARGE YOUR BUSINESS VISION

商业精英 GLOBAL MBA



上海交通大学 - 法国凯致商学院国际在职 MBA 是 EQUIS, AACSB 和 AMBA 三大国际认证的在职 MBA 项目。2021 年度英国《金融时报》排名全球 45 位，蝉联中国前 15 强，稳居世界前列。项目学员具备敏锐商业思维能力，富于深刻商业实践，是当下积极承担企业社会责任及引领行业革新的中坚力量。

The SJTU-KEDGE Global MBA owns EQUIS, AACSB and AMBA accreditations. It ranks 45th worldwide and in the top 15 Executive MBAs in China (Financial Times 2021). With their excellent business acumen and extensive business practice, the graduates become the driving force that promotes corporate social responsibilities and innovation of industries.

志在新能源赛道的
资深汽车人

A SENIOR PLAYER
IN THE NEW ENERGY
VEHICLE RACE



行业 INDUSTRY
汽车 - 咨询 Automotive - Consulting

标签 TAGs
新能源 New Energy

洪嫣 HONG Grace

法国凯致商学院汽车与新技术俱乐部部长

上海交通大学 - 法国凯致商学院
国际在职 MBA 2018 级

上海霖运科技有限公司
总经理

President of KEDGE Automobile & New Tech Club

SJTU-KEDGE
Global MBA 2018 Intake

Shanghai Lynn-Glvck Technology Co., Ltd.
General Manager

凯致之于我

这 2 年的 MBA 经历,无论是在个人能力还是创业上,对我来说都是巨大的赋能。首先,项目将不同行业的管理者聚到一起。同学之间的跨界交流、资源互动、项目合作,为自己的创业提供了强大的支撑。第二,项目具有很强的实用性和可操作性。比如 Roland BEL 教授负责的公司战略和战略创新的课程,就会从实战的角度,要求学员利用 SWOT 分析等工具,针对用户痛点制定创新战略,考虑如何说服那些难应付的投资方。还有就是国际游学。当时自己去了法兰克福、莫斯科和波尔多,学习的同时也对未来的商务合作进行了考察。在法兰克福认识的一位同学,至今还保持联系,为自己提供了很多德国汽车行业的贸易和职业培训方面的有效信息。

KEDGE IN MY MIND

The two-year MBA study has significantly boosted my personal abilities and empowered my entrepreneurship. First, it brings together managers from different industries. Cross-sectorial interactions, resource exchanges and project cooperation among classmates provided me with strong support when I started my own company. Second, it features high practicality and operability. A case in point is the course on corporate strategy and strategic innovation taught by Prof. Roland BEL. Based on practical cases, the professor asks participants to use tools such as SWOT analysis to formulate innovation strategies in accordance with pain points of users and come up with ways to persuade difficult investors. Another highlight is the International Business Seminar. Back then, I travelled to Frankfurt, Moscow and Bordeaux for study tours and paid field visits to places where opportunities of business cooperation exist. A classmate that I met in Frankfurt remains in contact with me and continues to provide me with useful information on trade and vocational training in the German automotive industry.

我的职业选择

根据自己对汽车制造业发展前景的判断,我将霖运科技的经营重点放在三个方面。除了基本的汽车咨询,最核心的是颇具前景的新能源产品开发及工程服务。当下新能源车可以说是大势所趋,市场对新能源产品的需求也在大幅提升。当下霖运科技已经拥有 9 个专利,包括 7 个实用型和 2 个发明型。下半年公司还会继续申请,目标是达到 20-30 个,成为高新科技企业。工程服务方面,我们注重的是工程师和服务团队的培养。现在,霖运科技已经与多家院校签订合作协议,建立校企实训基地,提前做好产业布局,期待在未来为客户及自身输送更多专业度更高、有实际应用能力的工程师。

MY CAREER CHOICE

In accordance with my judgment on the prospects of the automotive manufacturing industry, I set up my company to focus on three core businesses, namely basic automotive consulting, new energy product development and engineering services. As the trend of new energy vehicles becomes irreversible, the market demand for new energy products sees significant growth accordingly. At present, Lynn-Glvck Technology owns 9 patents, including 7 utility models and 2 inventions. The company will continue to apply for patents in the second half of the year, aiming at owning 20-30 patents and becoming a high-tech enterprise. In terms of engineering services, I attach my attention to the training of engineers and service teams. At present, we have signed cooperation agreements with many colleges and universities to establish school-enterprise training bases so as to stay prepared for the future. I look forward to providing customers and my own company with engineers that are both professional and application-oriented in the future.



延伸阅读
EXTENDED
READING



中文



EN



自我革新才能应对变化

ALWAYS A FUTURE-PROOF
LEARNER

行业
科技 - 制造业

INDUSTRY
Technology - Manufacturing

标签
供应链

TAGs
Supply Chain

CAILLAUD Quentin

上海交通大学 - 法国凯致商学院
国际在职 MBA 2017 级

ABB 机器人
汽车供应链管理全球负责人

SJTU-KEDGE
Global MBA 2017 Intake

ABB Robotics
Global Head SCM Automotive (OEM|Tier1)

凯致之于我

2019 年，我拿到了 MBA 学位证书，获得了当年的优秀毕业生奖。2 年的 MBA 学习让我掌握了工作上的方法论和很多实用工具。当时有一门名为信息系统 (Information System) 的选修课程。在当下的工作中，我仍然经常使用课程里教授的工具，以数字和跨职能的方式管理支持流程，以实现公司供应链的数字化。而在近期的升职面试里，MBA 里学到的沟通方法、战略制定、财务运作和谈判技巧也帮助我抓住了晋升的机会。同时，我还结识了很多学习和工作上的伙伴。他们来自不同行业，都是自身领域内的佼佼者，对同一件事往往都有不同的观点和判断。与他们合作，可以开阔我的思路。我的快速成长，离不开这种上进和良性“内卷”的氛围。

KEDGE IN MY MIND

In 2019, I obtained my MBA degree and won the Outstanding Participant Award. The two-year MBA has offered me with working methodologies and many practical tools. In my current work, I still use the tools taught in the course of "information system" as toolbox to support process development towards digitalization in supply chain and cross functionally. In the recent past promotion interview, the communication, strategic approach, the financial approach and negotiation skills learned from the MBA also helped me seize the opportunity for promotion. I also made some friends and working partners through the MBA experience. The participants come from all sorts of industries and are all leading figures. Through discussions, they are willing to give different opinions and judgments based on their industry perspectives. Thus, to work with them is quite eye-opening, sometimes challenging. But it is exactly the enthusiastic environment that encourages me to grow.

我的职业选择

在供应链领域从业近 20 年，我也见证了供应链管理的发展。在我看来，供应链就如同一只性情不定、变幻莫测的动物。要驯服它，你必须了解它的习性，关注它的动态，知晓其每个身体部件的状况，以及其所处外部环境的变化。疫情来袭后的全球供应链危机就是很好的例证，供应链的弹性与绩效平衡一直在波动。疫情后的全球电动车市场发展迅速，特别是中国市场，整体需求量远超传统燃油车。需求量的增加也吸引了更多入局者，竞争变得激烈。为了在竞争中胜出，我和团队对原材料供给、物流运输、客户需求等各个环节都进行了更为严密的实时监测，建立多个计划和预警机制，以求更敏捷和高效地应对变化的来临。

MY CAREER CHOICE

I've worked in the supply chain field for nearly 20 years. In my eyes, the supply chain is like a living animal. To tame it, you must understand its habits, pay attention to its moves, monitor the conditions of different parts, and supervise the changes occurred. The global supply chain crisis after the Covid-19 outbreak is a good example and the supply chain resilience/performance balance always fluctuate. Since the pandemic, the global electric vehicle market has developed more rapidly, especially in the China market, where the overall demand has far exceeded that of traditional fuel vehicles. This has also attracted more entrants, making the competition fiercer. To excel in the competition, my team and I have carried out more rigorous real-time monitoring and alert mechanism on raw material supply, logistics, transportation, customer demand and other sectors, in order to be agile and efficient enough when changes come.





多维面
与专一性的
相辅相成

AN
ALL-ROUNDER
AND
AN EXPERT

INDUSTRY
Headhunting

行业
猎头

TAGs
Talent Development

标签
人才发展

洪涛 HONG Edwin

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欧亚工商管理博士在读
上海艾萨肯企业管理咨询有限公司
CEO & 合伙人

President of KEDGE Talent Development Club
SJTU-KEDGE Global MBA 2018 Intake
Participant of EA-DBA Intake 4
Shanghai Isaac-kenneth Associates. Ltd.
CEO & Partner

凯致之于我

上海交大 - KEDGE 国际 MBA 项目课程涉猎的专业领域很广泛，在熟悉的领域（比如组织行为学，领导力等），我可以和教授进行深入探讨，获得新观点；在相对匮乏的领域（财务会计，市场营销等），则能系统化地获得知识和技能的双重补足。学习之外，我也结识了一批志同道合的朋友。和在工作中不同，MBA 的同学们就一个问题讨论时都敢于表达，非常直接，不会囿于工作关系而掩饰，这种真实的反馈非常有价值，可以给到我很好的参考，也让经常处于管理级别的自己，更好地学会了聆听，有机会发现更多独到、新颖的观点。此外，项目中包含的国际游学也让我在文化敏感度和文化共情方面得到了提升。这对于我们艾萨肯将业务推向全球的计划来说，也是必不可少的软性力量。

KEDGE IN MY MIND

SJTU-KEDGE Global MBA covers a wide range of subjects. For subjects I'd been familiar with (e.g. organizational behavior, leadership), I gained new insights by having in-depth discussions with professors; for subjects I'd lacked understanding (e.g. accounting, marketing), I acquired knowledge and skills in a systematic manner. Apart from study, I also met with like-minded people. Different from colleagues at work, my classmates were more communicative, direct and not afraid of speaking their mind during discussions. I believe that genuine feedback is of great value and serves as a precious reference. Moreover, as a manager myself, I learned to be a better listener and had opportunities to find more unique and innovative ideas. Additionally, the International Business Seminar offered by the Programme elevated my cultural sensitivity and empathy, which are necessary soft skills for me to promote ISK business globally.

我的职业选择

很少人能在第一时间确定自己擅长且热爱的事业。在找到猎头这个自己事业的“专一性”前，我也在多个领域做过多种尝试。我认为年轻的时候应该多尝试，用开放和探索的心态去拥抱机会。可能有些决定在当时看来并不正确，但其中包含的经验和知识的积累，都将组成未来的你的每一个多维面，你的世界也会更加完整。通过这些多维面，你也能更清楚自己擅长做和喜欢做的事情，从而确定你未来事业的专一方向。“多维面”的尝试给与了我丰富的工作经验，长远的战略视野和经营企业所必须的资金积累。因此，当猎头行业的新机遇来临时，我才能够有这份自信和能力，接受这个全新的挑战，在多维尝试中找到职业生涯的专一方向。

MY CAREER CHOICE

Few people could identify their advantages and passions right from the start. I had also tried different things before committing myself to headhunting. I am of the view that one should try different things when young, and embrace opportunities with an open and inquisitive mindset. Some decisions might seem to be wrong at the moment, however, every piece of experience and knowledge accumulated during the process will form a part of you, making your world a complete one. You will thus see more clearly your advantages and passions, which will help you identify a career path that is worth committing yourself to. By trying different things, I gained rich work experience, far-sighted strategic vision and financial capital needed for starting up a company. Therefore, when the opportunity of co-creating a headhunter company came, I was confident and capable enough to take on this new challenge, and finally found the professional path that I wanted to stay committed to.



延伸阅读
EXTENDED
READING



中文



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稳扎稳打的 科技教育创业人

A DOWN-TO-EARTH ENTREPRENEUR IN TECH EDUCATION

行业
教育 - 科技

INDUSTRY
Education - Technology

标签
少儿编程

TAGs
Coding for Kids



叶婷 YE Christine

上海交通大学 - 法国凯致商学院
国际在职 MBA 2015 级

SJTU-KEDGE
Global MBA 2015 Intake

博惠教育 (科技) 上海有限公司
联合创始人

Bohui Education Technology Co.,Ltd.
Co-founder

凯致之于我

2015 年,工作的责任更重了,孩子的成长也让我对于未来有了更多的思考。通过学习,我希望能进一步补足自己的能力短板、开拓视野提升格局。经过深思熟虑,我在 2015 年报读了上海交通大学 - 法国凯致商学院国际在职 MBA 项目。2 年的 MBA 学习给了我判断商业机遇的敏感度和市场调研的工具,也给了我创业的底气。市场营销、品牌打造、财务审计、商业谈判、团队沟通和管理,这些创业必备的素养,都在 MBA 课程中得到了培养。除了理论,课程中大量的案例分析、项目模拟和小组讨论都让我在实践方面获得了可观提升。毕业后,我抓住市场机遇,加入了好友的创业团队——致力于以科技赋能教育的博惠教育科技,找到了职业发展的新赛道。

KEDGE IN MY MIND

The year 2015 was a turning point as I bore greater responsibility in work and the growth of my child pushed me to consider the way forward. By keeping learning, I hoped to make up for my ability shortcomings and open my eyes. Therefore, in 2015, I applied for SJTU-KEDGE Global MBA. The two-year study equipped me with business acumen and the expertise to investigate the market, and also gave me the confidence to start a business. Marketing, branding, financial auditing, business negotiation, team communication and management, all of these essential qualities to start a business have been cultivated. And beyond theories, my practical ability has been greatly improved thanks to the vast amount of case studies, project simulations, and group discussions. After graduation, I grabbed the market opportunity by joining a friend's entrepreneurial team -- Bohui Education Technology, which is dedicated to education empowered by technology, and found a new track for my career development.

我的职业选择

我们创立的博惠教育科技主打少儿编程,强大的系统课程和 AI 辅助教学系统可以说是团队的王牌。作为市场运营和品牌的负责人,我主要负责将市场需求和教学过程中的经验总结反馈给技术团队和课程研发团队,以保证核心产品的与时俱进。我们坚持做好本地化运营,打造线上线下互动结合的 OMO 模式,线下设立自营店和合作校,同时还与上海多所公立学校深入合作,通过沉浸式项目化学习,激发孩子辐射型学习兴趣,并进行赛事辅导。不同于其他只做线下规模化授课的企业,我们这种线上课程结合线下合作点的轻资产运营方式灵活性更强,可复制性高,应对风险的能力也更强。

MY CAREER CHOICE

Bohui Education Technology specialises in programming courses for kids (Jupiter Maker is its brand of programming for kids), the developed system curriculum and AI-assisted teaching system are the trump cards of Bohui. As the head of market operations and branding, I often summarize market needs and teaching experience, and forward them to technical and course R&D teams to ensure that core products keep pace with the times. We concentrate on investing in Shanghai and its surrounding areas, focusing on a more flexible OMO teaching mode, and setting up offline stores and cooperation points. We also work with several public schools in Shanghai, providing immersive project-based learning and coaching sessions for kids programming competitions. Unlike other educational institutions that focus on offline and scaled teaching, our light assets operating style, which combines online courses with offline cooperation points, is more flexible, replicable, and more risk-resilient.



延伸阅读
EXTENDED
READING



中文



EN



以人为本
立足未来看当下

PEOPLE-ORIENTED
& FORESIGHTED

INDUSTRY
Luxury

行业
奢侈品

TAGs
Human Resources

标签
人力资源

郑旭辉 ZHENG Ester

上海交通大学 - 法国凯致商学院
EMBA 2014 级

LVMH 集团
宝格丽大中华区人力资源 副总裁

SJTU-KEDGE
EMBA 2014 Intake

LVMH
HRVP of Bvlgari Greater China

凯致之于我

上海交大 - KEDGE EMBA 提供的综合性课程帮助我补足了管理必备的经济学知识（财务、审计、金融等）。教授利用大量的案例分析和小组练习，让本来枯燥的内容变得有趣，知识更加容易消化。班里的同学来自各行各业，很多是自己创业或来自民营企业。在课上用自己当时所在的企业作为案例时，常常得到同学们启发性的建议，帮助自己拓宽了思路。与他们探讨得出的想法，回到公司与管理层汇报，也能得到积极的反馈，推动业务模式的改变。与同学们交流还能了解人力资源在不同企业里发挥的作用。很多企业的激励机制，人才发展制度和变革手段都值得借鉴。经历2年的学习，和同学们也培养了深厚的情谊。直至今日，大家都会偶尔相聚，分享生活和工作的信息，彼此提供资源和机会。

KEDGE IN MY MIND

First of all, the comprehensive curriculum of SJTU-KEDGE EMBA helped me make up a lot of essential economics knowledge for managers (accounting, auditing, finance, etc.). The professors used a lot of case studies and group exercises to make the otherwise boring content interesting and the knowledge easier to learn. Moreover, the participants come from all walks of life, and many were entrepreneurs or came from private enterprises. When I talked about my company in the case study, I often received inspiring suggestions from them, which helped broaden the thinking. The ideas I got from discussions were reported back to my leaders, and I was able to get positive feedback to drive business changes. Talking with them also helped me understand the role of HR in different companies. Many companies have incentives, talent development systems and change tools that are worth learning from. Finally, after 2-year study, we developed a deep friendship with each other. To this day, we all meet occasionally to share information about life and work, and provide resources and opportunities to each other.

我的职业选择

从 EMBA 毕业后，我开始在 LVMH 集团内部寻求改变。2016 年底，经集团推荐，我开始接触路易威登，并于 2017 年加入该品牌，担任中国人力资源副总裁，开始了奢侈品零售行业之旅。2 年的时间，我逐步适应了奢侈品零售业的工作模式。但同时，我希望能够更加主动发挥自己在人力资源管理多年的经验。于是我加入了宝格丽，担任大中华区人力资源副总裁。在宝格丽，我拥有了更多自我发挥的空间。一方面，秉承宝格丽以人为本的企业文化，我带动管理团队与一线员工建立沟通。在刚入职的大半年时间里，几乎跑遍了大中华区所有店铺，实地学习并了解员工的需求。另一方面，我也尝试着在战略层面积极创新，推出多个管理培养计划，为品牌提前储备新鲜血液，以配合未来的业务需求。

MY CAREER CHOICE

After graduating from EMBA, I began to seek changes within the LVMH group. At the end of 2016, I started to approach Louis Vuitton with a recommendation of the group and became China HRVP of the brand in 2017. Over two years, I gradually adapted to the working model of the luxury industry. And at the same time, I also hoped to make most of my years of HR experience to take initiatives for management innovations. As a result, I applied for adjustment and joined Bvlgari as HRVP for Greater China. At Bvlgari, I was given a lot to play with on my own initiative. On one hand, I adheres to Bvlgari's people-oriented corporate culture, driving the management team to establish communication with front-line employees. During the first half of the year after on boarding, I had almost visited all the stores in greater china to understand the needs of employees. On the other hand, I have actively innovated at the strategic level, launching management training programmes to reserve talents for the brand in advance to match future business needs.



延伸阅读
EXTENDED
READING



中文



EN

WORLD

WIDE

WE

创新力量 BACHELOR & MASTER



法国凯致商学院共计有 21 个国际本科及硕士项目在中国招生，其中多个项目优势明显，如：供应链、采购、葡萄酒、国际体育、物流、艺术与创意产业、市场营销等。项目毕业生视野开阔，思维活跃，能够轻松应对国际多元环境，为商业世界不断注入新能量。

KEDGE Business School offers 21 international bachelor and master programmes for Chinese students. Including competitive programmes in the field of supply chain, purchasing, wine, international sports, logistics, art and creative industries, marketing among others. Active and open-minded, the graduates are well adapted to an environment of change and diversity, and keep bringing new ideas and innovations to the business world.



在正确的方向上
做正确的事 静待花开

TAKE TIME
AND DO THE
RIGHT THING

INDUSTRY 行业
Internet - Technology 互联网 - 科技

TAGs 标签
Law, Entrepreneurship 法律、创业

吴玥姝 WU Yueshu

法国凯致商学院
娱乐和传媒管理硕士 2010 级
国瓴互联网科技（上海）有限公司
联合创始人兼 CEO

KEDGE Business School
MSc. Entertainment Media Management 2010 Intake
Guoling Internet Technology (Shanghai) Co., Ltd.
Co-founder & CEO

凯致之于我

当时我在凯致的马赛校区学习。马赛校区坐落在卡朗格峡湾国家公园，依山傍水，景色优美。

我喜欢那里的大海，喜欢南法人民热情友好的性格，喜欢随处可见的咖啡馆、甜品店、手作品店、艺术馆，可以说满足了我对文艺浪漫的一切憧憬。“艰难的第一学期”让我记忆犹新，但随着语言的进步，我也慢慢适应了节奏。在第三学期的交流学习中，我认识了更多来自不同国家的同学，不少人还有创业背景，因此思想交流和碰撞非常多。同学们就同一个问题会产生多种观点，我的眼界和格局也更加开阔了。

KEDGE IN MY MIND

At that time, I was studying on the Marseille campus of KEDGE Business School. Located in the Calanques National Park, the Marseille campus is surrounded by mountains and rivers, showing an impressive beauty of nature. I like the sea there, the warm and friendly people of Southern France, and the cafes, dessert shops, handicraft shops, and art galleries that can be found everywhere. That really satisfied my expectation of the "Romantic France". The "tough first semester" is still fresh in my memory, but as I gradually mastered the language, I progressively adapted to the rhythm. In the third semester where I went on academic exchange, I met more students from different countries, many of whom also have entrepreneurial backgrounds, so there is a lot of exchange of ideas. They always had multiple views on the same issue, which has greatly broadened my horizons.

* 本文转载自中国留法校友会 | Original interview from France Alumni China
中国留法校友会由法国驻华大使馆成立，以维系法国和中国留法海归之间的紧密联系。
France Alumni China is created by the French Embassy in China, network of Chinese alumni who have studied in France and a major asset of the Franco-Chinese bilateral relationship.

我的职业选择

我在大学期间做了差不多十份实习，尝试后发现自己喜欢 Marketing Communication 类的工作，但行业一直没确定，后来兜兜转转了多年。从 2017 年开始，我开始慎重地思考创业方向，还参加了万科内部的创业项目，前后看过养老和托育，直到 19 年确定进入法律科技领域，和合伙人一起创立了国瓴互联网科技，才正式成为一名创业者。现在，我不仅负责公司的运营管理，还负责产品规划和人力，成为了无所不做的大管家。因为掌握了工作主动权，可以顺势而为，快速发展，我也终于找到了“安全感”。我开始学法律，学数字化，学管理，今年还申请到了 EMBA，认识了一帮志同道合的同学。我很喜欢这样快速成长的状态。

MY CAREER CHOICE

I realized my passion for marketing and communication through nearly 10 internships I did during college days. After that, I worked in a number of industries before the idea of creating my own business came into mind in 2017. In that direction, I got myself involved in Vanke's internal entrepreneurial project. And I also studied the areas of elder-support and childcare. In 2019, I finally determined to establish, with my partner, Guoling Internet Technology, and became an entrepreneur. Now, I am not only in charge of the operation management of the company, but also responsible for product planning and human resources, becoming a big "housekeeper" who keeps an eye on everything. Now, as I have the initiatives in hand and I could make decisions very rapidly in accordance with the latest trends, I finally have this "sense of security". I start studying law, digitalization, management, and this year I have been enrolled in an EMBA programme and met a bunch of like-minded classmates. I really enjoy this kind of efficient growth.





一口正宗的法国滋味
打造邻里烘焙坊

A BITE OF
AUTHENTIC FRENCH
DELICACIES

INDUSTRY
Food & Beverage

行业
食品饮料

TAGs
Bakery, Entrepreneurship

标签
烘焙、创业

严纤鑫 YAN Qianxin

法国凯致商学院
管理学硕士 2011 级

Luneurs
创始人兼 CEO

KEDGE Business School
Programme Grande Ecole 2011 Intake

Luneurs
Founder & CEO

凯致之于我

在 KEDGE 就读期间，我加入了名为 Phoenix 的学生社团。Phoenix 旨在为经济拮据的青少年（部分是移民后代）提供学习辅导和文体活动，帮助他们获得平等发展。为了提高帮助范围和力度，我带领团队开展推广宣传，寻求资金支持，就像经营企业一样。当时 KEDGE 有很多创业相关的研讨会，定期邀请企业负责人来做分享。这些颇具实践价值的创业研讨会也为我在社团的工作提供了指导。在我和伙伴们的经营下，Phoenix 的帮扶项目从 1 个增加到 11 个，受到帮扶的学生也达 600 人之多。这段经历也影响了我后期的职业选择。比起进入知名企业，我更希望发挥创意，在自己热爱的领域创造价值。于是，毕业之后，我和两位在社团结识的伙伴来到中国，开启了创业之路。

KEDGE IN MY MIND

I joined a student association called Phoenix at KEDGE. Phoenix helps young people with disadvantaged background, some of whose parents are immigrants. It aims at ensuring equal opportunities of development for these young people by providing them with support in academic, cultural and sporting activities. To increase the impact of the association, I led an outreach team to raise funds, which shared some similarities with running a company. At KEDGE, there are many seminars on entrepreneurship, from which the sharing of practical experience was of great value to my work in Phoenix. Under my leadership, the assistance project in Phoenix has grown from 1 to 11, covering over 600 students. The experience had sway over my career choice. Instead of seeking to work for a renowned company, I would rather give full play to my own innovative strength and create values in a field that I enjoy and excel. Therefore, together with two friends met at Phoenix, I moved to China and embarked on an entrepreneurial journey.

我的职业选择

我曾和两位 KEDGE 校友一起经营足球培训的创业项目。项目发展势头大好时，囿于合作方的场地限制，不得不转向其他项目。所以，在打造 Luneurs 的时候，我选择把主动权掌握在自己手中。但在竞争激烈的上海市场，打造一个全新品牌并非易事。结合过往的创业经验，我和团队在“邻里感”选址、视觉呈现、产品品质、安全生产、装修风格方面做了重点布局。这些巧思成功塑造了 Luneurs 品牌。无论是法式悠然自得的门店氛围，还是入口惊艳的产品，都为 Luneurs 获得了不少的忠实拥趸。不是只为打卡而去的网红店，而是像生活习惯一样，每天都会光顾的地方。打造这种颇具温度和人情的项目，正是我所喜欢的、理想的工作。

MY CAREER CHOICE

I had run a start-up project of football teaching with two other KEDGE alumni before founding Luneurs. However, due to some imposed limitations on the venue, we had to drop the project when it was sailing smoothly. This experience also prompted me to choose to hold the decision-making power while building Luneurs. In a market as competitive as Shanghai, it is not an easy feat to start a new brand from scratch. Based on previous start-up experience, our team decided to put emphasis on Location, Visual, Product, Safety, and Deco. The efforts we put on the five aspects are pillars of the Luneurs brand. Both the soothing atmosphere of its French-style stores and the tasteful products have won Luneurs many of its loyal customers. Unlike those internet-famous stores, Luneurs is a part of people's daily routine. A start-up project that features warmth and human touch is what I dream of and enjoy.



提升视野的 国际学习体验

AN EYE-OPEN INTERNATIONAL STUDY EXPERIENCE

行业
汽车

INDUSTRY
Automotive

标签
供应链

TAGs
Supply Chain

张胜祥 ZHANG Shengxiang

法国凯致商学院
ISLI 全球供应链管理硕士 2019 级

华为
智能汽车解决方案

KEDGE Business School
ISLI Global Supply Chain Management 2019 Intake

Huawei
Intelligent Automotive Solution BU

凯致之于我

KEDGE 的 ISLI 项目课堂非常注重实践。刚入学，我们就去位于波尔多旁边的一个度假圣地阿卡雄 (Arcachon) 进行为期一周的团建和素质拓展。此外，很多教授都曾在阿迪达斯、达能、空客、欧莱雅、雅诗兰黛等知名企业担任高管，具备丰富的职业经历，会在课堂上与我们分析真实的商业案例。ISLI 项目的课程设置也非常全面和多样化。除了供应链相关的课程，我们还会学习财务、市场营销等专业知识。此外还会有模拟商业谈判，课堂上也经常会有小组讨论和展示等，不仅培养了我们的商业实践技能，还让我们有非常多的机会开展跨文化团队协作，锻炼了公开演讲技能，全方位提高个人能力。

KEDGE IN MY MIND

KEDGE's ISLI programme was very practice-oriented. As soon as we started school, we went to Arcachon, a holiday destination next to Bordeaux, for a week-long team building. Many professors have served as executives in well-known companies such as Adidas, Danone, Airbus, L'Oréal, Estée Lauder and have rich professional experience, and always shared business cases with us in class. The curriculum of the ISLI programme was also very comprehensive and diverse. Apart from supply chain courses, we also learned finance, marketing and other business knowledge. Through business negotiation simulations, group discussions and presentations, we developed our business skills, the spirit of team work, and the ability of delivering public speech, which was actually an overall personal improvement.

我的职业选择

KEDGE 的全球供应链管理硕士项目注重方法论的教学，让我在面试中能够灵活运用供应链思维，带领小组列出清晰的思路、顺利完成案例分析。KEDGE 强大的校友资源也给予我很多帮助。我目前就职于华为的智能汽车解决方案部门，这个职位就是机缘巧合通过一位校友得知后申请的。后来在学校的汽车与新技术俱乐部和供应链俱乐部里，我获得了许多业内资深校友的悉心帮助与耐心指点。学长学姐们虽然都很忙，仍抽出时间与我多次沟通，让我在疫情期间保持良好的心态，并找到自己的职业发展方向。

MY CAREER CHOICE

The learning of methodologies is one of the focuses of the ISLI Global Supply Chain Management Programme of KEDGE. And that allows me to, during some job interviews in group, to give a clear thinking and lead the group to deliver effective solutions to each case study. The strong alumni community of KEDGE also helped me a lot. I got my current job in the Intelligent Automotive Solution BU of Huawei thanks to the information learned from one of our alumni. In addition, I joined two alumni clubs in Shanghai, one is Automobile & New Tech Club and the other is Supply Chain Club. Alumni from both clubs have provided me with useful advice and enlightening guidance. Despite their busy schedule as top management in their companies, they still managed to meet me, gave constructive suggestions for my career development planning and encouraged me to keep a good attitude during the pandemic.



延伸阅读
EXTENDED
READING



中文

坚持体育媒体人的热爱与初心 TURNS PASSION INTO A CAREER



INDUSTRY
Sports - Football 行业
体育 - 足球

TAGs
Media & PR 标签
媒体公关

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上海上港集团足球俱乐部
新闻官

KEDGE Business School
International MSc in Management (IMM) 2011 Intake
Shanghai Port Football Club
Press Officer

凯致之于我

KEDGE 的课程安排十分紧凑，高强度的课业是种挑战，但也意味着自我调节、时间规划、做事效率等能力的提升。同时，集中的课程也给予了自己更多可自由支配的时间。读万卷书，行万里路。我热爱历史文化，因此也借此机会游历了许多欧洲国家，当然也包括那些著名的球场。作为唯一的一个中国人，我还加入了 KEDGE 马赛校区的校足球队。在日常训练和同场竞技中，我更加了解了欧洲的足球文化，也帮助自己拓展了社交网络。与这些来自不同国家，拥有不同文化、语言、肤色的队友的深入交流，提升了我的文化理解力和敏感度。这对我当下的工作很有帮助。因为作为上港足球俱乐部的新闻官，我的工作就经常涉及与国外球员打交道。

KEDGE IN MY MIND

I had a very busy learning schedule at KEDGE. It was a challenge, but it also made me better at making adjustments, managing time and working productively. Meanwhile, pooling classes on some days meant that I had large chunks of time on other days. There goes a traditional Chinese proverb: traveling ten thousand miles is as important as reading ten thousand books. Being interested in history and culture, I made use of my spare time to travel in multiple European countries, stopping at every famous football stadium of course. Furthermore, I became the only Chinese to join the football team of Marseille campus at KEDGE. Through routine training and competition, I became more familiar with European football culture and expanded my social network. The communication with co-players having different nationalities, cultures, languages and skin colors brought me cultural insights and sensitivity. This proves to be helpful in my current position, because as Press Officer at Shanghai Port FC, I deal quite often with foreign football players.

我的职业选择

2017 年，凭借自己对足球的热爱和执着，以及对多文化沟通的丰富储备，我终于如愿以偿，成为了足球行业的媒体人，担任上港足球俱乐部新闻官一职。我主要负责的是俱乐部贯穿全年的宣传事务。每年常规有 50 多场比赛，需要马不停蹄地为赛前赛后的媒体开放日、发布会、球员混采做准备。同时，还有大量的媒体拜访申请需要处理，日益增多的球队广告活动需要跟进。回顾自己 5 年以来的工作，我首先要感恩俱乐部领导对自己的信任和培养，给予机会和平台让自己学到的知识能够转化为宝贵的工作经验。其次也要感谢近年来不断取得突破的俱乐部，给自己的职业生涯留下了最难忘的回忆。

MY CAREER CHOICE

In 2017, thanks to my passion for sports and my understanding of cross-cultural communication, I came onboard Shanghai Port FC as Press Officer, realizing my dream of becoming a journalism practitioner in the football industry. As Press Officer, I'm in charge of all-year-round communication. Annually, the FC competes in over 50 regular matches. I need to prepare unstoppably for pre and post-match media open day, press conferences and player interviews. Meanwhile, a large amount of media requests must be dealt with and an increasing number of team advertising activities needs follow-up. Looking back at the past five years, I'm appreciative to the top management of SIPG and the FC for their trust which gives me the opportunity and the platform to make full use of the knowledge learned and gain precious working experience. And also, to the great team who has achieved great success which constitutes the most unforgettable memories in my professional life.



Y:UR
VALUES
ARE Y@UR
BIGGEST
ASSE+

活动精选
ACTIVITIES



法国凯致商学院校友会关注并重视校友成长，致力于为其职业发展提供支持帮助。通过成立校友会全球分会及职业俱乐部，组织各类社交活动和职业主题活动，KEDGE 校友会在校友社群间建立起强有力的纽带，为校友提供更多交流、分享、建立商业合作的空间与机遇。

KEDGE Alumni firmly focuses on its alumni and aims to accompany them throughout their career. By creating local branches worldwide and developing professional clubs, the association builds strong connections within the community and even more space where alumni may exchange, share and establish business relations.



学术论坛
ACADEMIC FORUM

→
2021.6
链接数智新未来高峰论坛
KEDGE
Global Supply Chain
Forum



延伸阅读
EXTENDED READING





年度晚宴
ANNUAL
GALA



延伸阅读
EXTENDED
READING



校企合作 COOPERATION

→
Chesstar 参访:
走近 VR 游戏世界
Chesstar VR-Game

霍尼韦尔:
一览未来科技图景
Honeywell
Future New-Tech

Tara 科考船参访
Tara Scientific Schooner Visit

醍醐:
上海艺术中心 KEDGE 专场
Tihho Tibetan Art Centre



→
蔚来中心企业参访
Nio House Company Visit

绿叶生命科学:
医药创新与国际化之路
Luye Life Sciences Company Visit

保时捷培训中心:
探访迷人汽车世界
Porsche Training Center Company Visit

闵星奔驰 4S 店:
汽车经销商新商业模式
Mercedes-Benz 4S Store Company Visit

胡庆余堂:
中医药文化宝库
Hu Qing Yu Tang
Chinese Medicines Cultural Visit



•• 2018 ••••• ✨ ••••• 2019 ••••• ✨ ••••• 2020 ••••• ✨ ••••• 2021 ••

→
路易威登展览:
飞行航行旅行
Louis Vuitton Exhibition

迪卡依:
实体零售屹立不倒的秘密
Decathlon Logistics
& E-Commerce



→
KEDGE x METMAN:
消费升级之下的 IP 打造
KEDGE Alumni Chat:
Consumption Upgrading

钟表与奇迹上海表展
Visit to Wonders & Watches
Exhibition in Shanghai

德国朗格品牌展览
A. Lange & Söhne Watch Exhibition

颂周:
丝香风情社交活动
Silk & Perfume: Social Meet-up



校友会分会 ALUMNI GROUPS

法国凯致商学院校友会在中国建有 2 个分会，分别是上海校友会（KaSH）和北京校友会。分会秉承乐于分享、创造机遇、关注校友成长的价值观，面向所有法国凯致商学院校友组织各种活动，无论他们曾就读哪个项目，来自哪个国家。

There are 2 alumni groups in China, one in Shanghai (KaSH) and the other one in Beijing. The 2 groups believe in the values of sharing information, creating new opportunities and caring for the community. The aim of the 2 branches is to bring KEDGErs together, wherever they may be in the world, at social events (after-work meetings, meals and excursions).



上海校友会 会长
PRESIDENT

SHU Lucie Tian

ESC 2013 级
ESC 2013 Intake

摩比
中国区营销传播总监
Playmobil
Marketing & Communication Head of China



北京校友会 会长
PRESIDENT

**陈连琴
CHEN Grace**

上海交通大学 – 法国凯致商学院
国际在职 MBA 2010 级
SJTU - KEDGE
Global MBA 2010 Intake

商业顾问
Business Consultant

校友聚会 ALUMNI GATHERINGS



2018.3

KaSH 聚会：老上海风情之夜
Old Shanghai Gathering on the Bund



2018.6

KEDGE 首场北京校友聚会
First Alumni Gathering in Beijing



2019.3

KaSH 聚会：新零售 & 摄影
Shanghai Gathering on New Retail & Photography



延伸阅读
EXTENDED
READING



2019.3

北京聚会：全球采购 & 资本运作
Beijing Gathering on Purchasing & Capital Operations



2019.5

中法校友聚会：数字中国新趋势
Shanghai Gathering on Digital China



2021.5

北京留法校友聚会
Cross-French Schools Gathering

校友俱乐部 ALUMNI CLUBS

截至目前，法国凯致商学院校友们在中国区创立了 11 个校友俱乐部，其中 7 个为职业俱乐部，4 个为生活艺术类俱乐部。俱乐部通过定期举办主题活动，为校友们创造更多交流空间，分享最新行业信息、互换专业意见，帮助校友们在个人和职业层面上获得快速的提升。

To date, there are 11 alumni clubs created and organized by KEDGE alumni in China, of which 7 are professional and 4 lifestyle. Events are regularly held to provide opportunities for alumni to share latest industry information, exchange opinions and help to accelerate their growth both at personal and professional level.



供应链俱乐部 SUPPLY CHAIN CLUB



KEDGE 供应链俱乐部（智荟链）旨在联合多方资源（法国凯致商学院、校友、供应链行业协会、供应链咨询公司、供应商人才发展猎聘公司、合作企业等），促进供应链管理的发展和革新，创建一个最前沿理论及技术学习、最佳实践及资讯分享的大平台，推进俱乐部成员的专业水平和职业道路的可持续发展。目标是成为大中国地区最具影响力的专业供应链组织之一。

KEDGE Supply Chain Club aims to combine multiple resources (KEDGE Business School, KEDGE Alumni, Supply Chain Industry Association, supply chain consulting companies, supply chain talents headhunters and corporate partners, etc.) to promote the development and innovation of supply chain management, to create a platform where people share the most advanced theories, technologies, practices and information, to assist the sustainable career development of our club members. The goal of the club is to become one of the most influential supply chain organizations in Greater China.



俱乐部会长
Club President
-
张小庆
ZHANG Ariel

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→
2021.6
“链”接数智新未来高峰论坛
KEDGE Global Supply Chain Forum

2019.10
“数字时代的供应链”分享会
Sharing Session
- Digitalized Supply Chain



健康产业俱乐部
HEALTHCARE CLUB



健康产业俱乐部由具备丰富医疗行业背景的校友组成，面向对健康产业感兴趣的校友及大众开放。俱乐部将定期组织主题活动，邀请行业顶尖专家，分享个人经历及行业动态，为校友及大众提供一个学习和沟通的平台，继而促进个人职业的发展、关系网络的拓宽以及卓越领导力的培养。俱乐部的愿景是以行业精英为骨干，通过利用和整合跨界资源，推动中国健康产业创新与发展。

Made up of KEDGE alumni with profound healthcare background, the club is open to everyone interested in healthcare. Inviting industry experts to share their experience and latest information, thematic activities will be organized on a regular basis to serve as a platform for further learning and communication in order to promote individual career development, social network and personal leadership. With the industry elites as its backbone, the club aims to develop prospective business intelligence for the healthcare industry by leveraging and combining cross-border resources.



俱乐部会长
Club President

李仁伟
LI Ken

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→
2020.10
绿叶生命科学参访
Luye Life Sciences Visit

2020.3
疫情居家养生系列视频
Fitness at Home Video Series

2019.4
胡庆余堂国药号参访
Hu Qing Yu Tang Visit

2018.8
“中医药传承创新”分享会
Sharing Session
- Chinese Medicines Innovations

2018.6
“医体融合 - 提纲挈领”峰会
Health & Sports Summit



创业俱乐部
ENTREPRENEURSHIP CLUB

KEDGE BUSINESS SCHOOL
ENTREPRENEURSHIP CLUB



法国凯致商学院创业俱乐部以“创造机会”为宗旨，为想创业及已创业的 KEDGE 校友提供交流和合作平台，让校友们了解行业最新动态、结识具有企业家精神的各界职场专家，并进行面对面的交流。活动具体形式包括：根据俱乐部会员需求，邀请社会各领域专家，定期举办论坛分享会；为俱乐部会员对接创业相关的资源、推进早期创业项目孵化并提供咨询和服务。

With the aim of "creating opportunities", KEDGE Entrepreneurship Club serves as a platform for exchange and cooperation among KEDGE alumni who are entrepreneur-to-be or have already started their own business. Here, you can get the latest industry information, meet well experienced entrepreneurs and experts from all industries and have direct communication with them through activities such as thematic salons, resources-finding meet ups, start-up project consultancy, etc.



俱乐部会长
Club President

朱颖
ZHU Tina

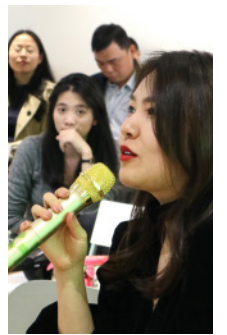
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→
2021.4
“创始人思维模型”分享会
Sharing Session
- Thinking Models of Entrepreneurs

2019.9
“从资商思维到企业家落户”分享会
Sharing Session
- Keys to entrepreneurial success

2018.11
“如何迈出创业的第一步？”分享会
Sharing Session
- First steps to start your business





法国凯致商学院数字俱乐部旨在整合学校、校友和社会资源，为大家创建一个各行业分享 Digital 前沿技术及实际应用热点的平台。俱乐部理事会将邀请来自 9 个不同行业（汽车、医疗、零售、快消、金融、互联网、教育、物流和航空国防公共事业）的校友或嘉宾，他们将定期举办丰富多彩的主题活动，并通过线上及线下同步分享的模式，惠及更多校友。

KEDGE Digital Club intends to integrate school, alumni and social resources to create a platform for people from all industries to share their cutting-edge digital technology and practical application of the most active topics. KEDGErs could benefit from a variety of themed events organised by the club, inviting alumni and other experts from different working fields to share their professional experience on a regular basis.



俱乐部会长
Club President
-
郑琦
ZHENG Tony

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→
2019.7
“AI 人工智能，未来已来”分享会
Sharing Session
- AI and new technologies

2019.1
“未来已来，数字先行”分享会
Sharing Session
- Digital Future



最新活动
LATEST
EVENT



金融是助力各个领域的一个服务性行业，商学院是一个培育未来商业领袖的舞台，法国凯致商学院金融俱乐部致力于实现金融和商业的无缝衔接，促成知识、人才、资本、公益等领域的跨界融合，帮助实现校友间、校友与外界的信息沟通与商业合作，为金融领域从业者及相关产业人员创造互利共赢的机遇。

KEDGE Finance Club is committed to create a finance-oriented platform of learning, exchange and connection. Through articles, events and road shows, the club intends to share the latest information, enable cross-border resource integration (knowledge, talent, capital and public goods, etc.) and facilitate mutually beneficial cooperation both among alumni and between alumni and the outside business world.



俱乐部会长
Club President
-
魏建华
WEI Jianhua

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→
2020.5
“疫情下的危与机”分享会
Sharing Session
- Opportunities and crisis under pandemic

2019.11
“资产配置和数字货币”分享会
Sharing Session
- Assets management and digital currency

2019.6
“中美贸易摩擦下的金融市场”分享会
Sharing Session
- Financial market under China-US friction



最新活动
LATEST
EVENT



人才发展俱乐部
TALENT DEVELOPMENT CLUB



人才发展俱乐部是以法国凯致商学院 MBA、EMBA、DBA 及本硕项目校友群体及 HR 领域相关人才等作为主要成员，共同探索、借鉴、推广和发展人力资源管理理念，提供一个交流实践经验、沟通专业信息、建立业界友谊、促进人才发展的互动、交流、学习的平台。

Gathering KEDGE alumni from MBA, EMBA, DBA, master & bachelor programmes and HR experts from all fields, KEDGE Talent Development Club is organized to explore, promote and develop the most advanced HR management theories and practices, offering a platform of exchange, communication, learning and friendship.



俱乐部会长
Club President
-
洪涛
HONG Edwin

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→
2021.11
“职业生涯发展”分享会
Sharing Session
- Career Development Sharing

2019.11
“性格觉察和面试技巧”工作坊
Workshop
- MBTI test and interview skills

2019.3
“职业生涯规划”分享会
Sharing Session
- Career development planning



最新活动
LATEST
EVENT



汽车与新技术俱乐部
AUTOMOBILE & NEW TECH CLUB



俱乐部致力于通过最新汽车行业信息分享、新兴技术的解读与应用、线下参访和实地体验，增长校友们对于汽车行业的专业知识和能力，拓展大家对于汽车新技术领域的视野，并进一步增进各界校友间的商业互动与人际交往！

The KEDGE Automobile & New Tech Club intends to integrate the resources of good quality of the board committee members in the industry and organize various themed visits, to provide KEDGEs with the cutting-edge automotive information and appreciate the charm of automobiles and technology!



俱乐部会长
Club President
-
洪嫣
HONG Grace

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→
2021.5
蔚来中心企业参访
Nio House Company Visit

2020.5
“逆境中的汽车行业”线上分享会
Webinar - Auto industry in economic downturn

2019.12
保时捷培训中心 & 大众三厂参访
Porsche training centre & Volkswagen plant visit



最新活动
LATEST
EVENT



马拉松俱乐部
MARATHON CLUB



马赛马拉，一支由上海交通大学 - 法国凯致商学院国际在职 MBA 及 EMBA 校友自发组成的以跑步为主的运动俱乐部。将运动健康跑步的生活方式与慈善、医疗救助完美结合在一起，积极参加全球各地的马拉松比赛及慈善跑等！他们为了健康的体魄奔跑，也为了追求积极向上的生活方式奔跑。

Masai Mara Club is a running & sports club created by KEDGE-SJTU EMBA & Global MBA alumni. Combining the healthy running lifestyle with charity and medical assistance, they have participated in many running races such as Shanghai International Marathon and Dishuihu 24 hours Charity Run. MaSai Mara runs for health, for fun and for a positive life spirit!



俱乐部会长
Club President

施宇立
SHI George

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→
2021.10
华星小学公益捐赠仪式
Donation to Huaxing Primary School

2021.7
“跑步膝预防与康复”主题分享会
Sharing Session-Running Injury Protection & Rehabilitation

2021.5
“一个鸡蛋的暴走”公益活动
50km charity Walking Event

2020.11
上海国际马拉松 2020 胜利完赛
2020 Shanghai International Marathon

2020.9
“如何科学健康地跑步”分享会
Sharing Session
- Running in a healthy way

2019.5
“一个鸡蛋的暴走”公益活动
50km Charity Walking Event

2019.2
马赛马拉新春年会
Club New Year Gathering



最新活动
LATEST
EVENT



亲子俱乐部
KIDS CLUB



以“与孩子共同成长”为宗旨，法国凯致商学院亲子俱乐部是一个为校友们提供互相交流孩子成长历程的平台。如：升学、儿童成长心理、能力培训等。亲子俱乐部定期举办各类丰富多彩的活动，如主题分享会、专家讲座、室内/室外亲子互动等，在帮助拓宽人际网络的同时，发现并解决亲子教育的痛点，培养更加健康和亲密的亲子关系。

With the slogan of “growing with our children”, the club intends to gather KEDGE alumni from all programmes, together with their children. It provides the ideal platform to discuss about the problems encountered in children's growing process: education, psychology, training, contests, etc. Lectures, salons, indoor and outdoor activities with specific topics are regularly organised in order to widen the scope of network, find solutions to the pain points in parent-child education and develop a healthier parent-child relationship.



俱乐部会长
Club President

余文
YU Wen

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→
2021.10
亲子篮球体验日活动
Kids Basketball Experience Day

2020.12
后滩公园亲子友谊跑
Parent-child running race

2019.5
“儿童心理发展”分享会
Sharing Session - Children psychology

2018.5
“打造自己的 OP 帆船”工作坊
Workshop - Build your own OP boat



最新活动
LATEST
EVENT



摄影与艺术俱乐部
PHOTOGRAPHY & ART CLUB



记录美好瞬间，感受艺术生活——法国凯致商学院摄影 & 艺术俱乐部旨在建立一个学习、分享、交流的平台，通过主题沙龙、展览参观、演出观赏等文化活动，集结校友社群中的文艺同好者，帮助提升个人在摄影及其他艺术领域的实操技巧和品鉴修养，让美学为生活增添乐趣。

With the aim of capturing beautiful moments and appreciating art in life, KEDGE Photography & Art Club intends to create a platform for alumni sharing the same passion to learn, share and exchange. Through cultural activities such as themed salons, exhibitions, performances and so on, the club hopes to contribute in the improvement of the members' skills and taste in photography and other artistic fields, bringing more fun into their lives.



俱乐部会长
Club President

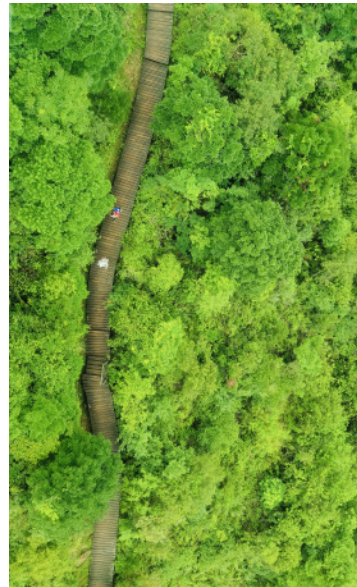
赵明
ZHAO Ivan

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→
2020.6
“端午印象”摄影比赛
Dragon Boat Festival Photography Contest

2019.8
艺术品价值及收藏投资分享会
Teaser for Photofairs Shanghai 2019



拾光俱乐部
Moment Ten Club



拾光俱乐部 法国凯致商学院

“生活永远是，也仅仅是我们现在经历的这一刻。”

通过阅读及阅读相关的活动，法国凯致商学院拾光俱乐部希望帮助人们从繁忙的讯息海洋中脱离出来，找到慢生活的方式，从而寻找到属于自己的平静内心及生活的真谛。

"Life is the moment we're living now."

Through reading and reading-related activities, KEDGE Moment Ten Club hopes to help people get rid of the information overload and find a way to slow down, so as to find their inner peace and discover the true purpose of life.



俱乐部会长
Club President

王苗苗
WANG Mini

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→
2021.12
拾光俱乐部成立仪式暨首场活动
Moment Ten Club Opening Event



BEST
PRACTICE
IS THE
CARE
PRACTICE

专属权益
BENEFITS



成为法国凯致商学院校友会的一员，你将有权享受一系列的服务，获得专属校友权益，如在线校友名录、培训与工作机会、优享价选读 MBA 课程等，这将帮助你搭建全球人际网络，解决职业难题，紧跟行业前沿，不断提升个人综合实力。

By becoming a member of KEDGE Alumni, you are entitled to numerous services and exclusive benefits, such as online alumni directory, job offers, MBA courses at reduced prices, etc., which will help you build your global network, solve professional problems, renew your knowledge and strengthen your overall competency.

关键数字 KEY NUMBERS

法国凯致商学院校友会 (KEDGE ALUMNI) 是一个强大的国际网络, 汇聚了全球各个行业 (采购、物流、商务、金融、管理、营销、传媒、葡萄酒、设计等) 的职业人士。

The KEDGE Business School alumni association is a powerful international network of professionals from all sectors of activity (purchasing, logistics, business, finance, management, marketing, communication, wine, etc.).

74,000+
全球毕业生
WORLDWIDE GRADUATES

200+
年均校友活动
YEARLY EVENTS

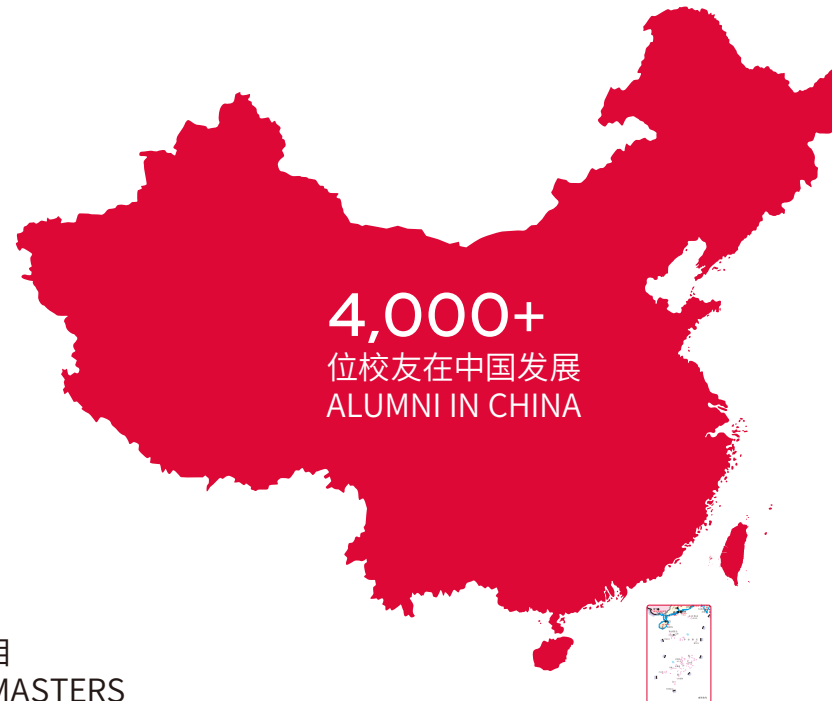
100+
全球分会
GLOBAL BRANCHES

2,000+
合作企业
CORPORATE PARTNERS

法国凯致商学院是中国高等教育市场的重要参与者, 现已有 4,000 多名中国校友及国际校友在中国发展。

Key player in the market of China's higher management education, KEDGE now has over 4,000 Chinese and international alumni living and working in China.

1,081
国际MBA项目
GLOBAL MBA



2,694
本科 & 硕士项目
BACHELOR & MASTERS

75
欧亚工商管理
博士项目
EA-DBA

238
EMBA项目
EMBA

校友会服务 SERVICES

法国凯致商学院校友会为毕业生提供一系列的服务与活动。

KEDGE graduates have access to a range of services and events.

ALUMNI

法国凯致商学院校友会官方网站
KEDGE ALUMNI Official Website

 www.kedgebs-alumni.com



主题研讨会
THEMED
CONFERENCES



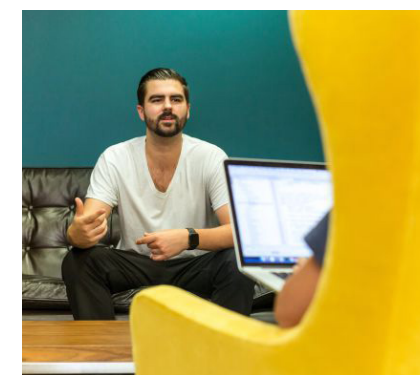
海外校友聚会
INTERNATIONAL
BRANCHES & MEET-UPS



地区人脉网络
REGIONAL
LIAISONS



职业俱乐部
PROFESSIONAL
CLUBS



培训与工作机会
JOB
OFFERS



在线校友名录
ONLINE ALUMNI
DIRECTORY

校友权益 - 优享价选读 MBA 课程 BENEFITS

法国凯致商学院校友可以每年在巴黎 / 马赛 / 波尔多 / 上海校区, 以优享价选读 MBA 课程, MBA 项目毕业校友优享每年一次的免费课程! 享受这一权益将帮助校友更新管理学知识, 保持与时俱进的管理思维, 也有助于加强校友与在读学员之间的交流互动, 帮助拓展地区人际网络!

KEDGE alumni are entitled to MBA courses on different campuses of KEDGE in Paris, Marseille, Bordeaux and Shanghai at special prices! MBA alumni can have one free course per year! The benefit is dedicated to bringing a continual upgrading of management knowledge and skills and helps to expand the network among alumni.

优享价选读 MBA 课程

MBA COURSES AT REDUCED PRICES

校友价格 - 非付费校友

15% 优惠折扣

ALUMNI PREFERENCE - ALL ALUMNI (NON-FEE PAYING)

15% off regular price

校友价格 - 终身校友 *

25% 优惠折扣

ALUMNI PREFERENCE - LIFE MEMBERSHIP* ALUMNI (FEE-PAYING)

25% off regular price

MBA 校友

每年一次免费 MBA 课程

MBA ALUMNI

One free MBA course per year

* 校友会终身校友资格为 500 欧元 (仅限 2013 年之前入学的校友)
Life membership to the alumni network is 500 EUR (alumni enrolled before 2013).

校友权益 - 成为 KEDGE 大使 BENEFITS

与亲友和同事分享 MBA 学习体验, 即有机会成为 KEDGE 大使, 获得管理学书籍、MBA 课程等回馈礼赠。享受这一权益将帮助校友及其亲友走在行业前沿, 提升个人综合实力的同时, 推动职业的发展进步。

Spread knowledge! Share with your friends and colleagues your MBA experience and become a KEDGE Ambassador with attached rewards which will renew your knowledge, empower yourself and boost your professional development.

成为 KEDGE 大使

BECOME A KEDGE AMBASSADOR

如果亲友成功入读上海交通大学 - 法国凯致商学院国际在职 MBA 项目, 校友将获得如下回馈礼赠*:

If your friends or colleagues are successfully enrolled, you will be entitled to the rewards*:

成功推荐 3 位及以上学员

一次为期 5 天的免费 MBA 课程 (SEMINAR)

3 or more participants referred

A fully sponsored 5-day MBA SEMINAR

成功推荐 2 位学员

一次为期 5 天的免费 MBA 课程 (SEMINAR, 食宿和交通自理)

2 participants referred

A fully sponsored 5-day MBA SEMINAR (accommodation & transport excluded)

成功推荐 1 位学员

前沿管理学书籍四套

1 participant referred

4 sets of management books

* 具体礼赠细节请与 MBA 项目招生负责人联系。
Conditions applied, please contact us for more information

NEW AGE NEW KEDGE

全新凯致 NEW KEDGE



作为欧洲顶尖商学院之一，法国凯致商学院在追求国际化和卓越的道路不断上不断发展，优秀的国际项目在中国广受好评。2021 年是法国凯致商学院与上海交通大学合作国际 MBA 项目的第 19 年，也是和中国人民大学合作中法学院的第 11 年。在上海，法国凯致商学院与中央美术学院合作的中法学院在其临港校区也迎来了第三届本科新生

KEDGE Business School, one of the top European business schools, moves forward in the internationalization and excellence of its programmes with an increased commitment to China. Year 2021 marks our 19th year cooperation with Shanghai Jiao Tong University. The same year, in Suzhou, the Sino-French Institute with Renmin University of China has come into its 11th year. In Shanghai, the Sino-French Institute with China Central Academy of Arts has welcomed its 3rd intake of future bachelor graduates on its Lingang campus ...

全球校区 CAMPUSES

法国凯致商学院由两所知名的法国商学院——波尔多高等管理学院 (Bordeaux Ecole de Management) 和马赛商学院 (Euromed Management) 于 2013 年 7 月正式合并成立, 是现今法国最大规模的商学院, 隶属于法国高等精英学校委员会 (Conférence des Grandes Ecoles)。

合并后的法国凯致商学院是全球为数不多 (少于 1%) 同时拥有欧洲质量发展认证体系 (EQUIS)、美国精英商学院协会 (AACSB) 和英国工商管理硕士协会 (AMBA) 三大商科皇冠认证的一流商学院。

In July 2013, KEDGE Business School was founded from the merger of two renowned business schools: Bordeaux Ecole de Management and Euromed Management. Member of Conférence des Grandes Ecoles, KEDGE is now one of the best business schools in France.

Member of the 1% top business schools across the world, KEDGE holds the triple crown accreditation – EQUIS (European Quality Improvement System), AACSB (The Association to Advance Collegiate Schools of Business) and AMBA (Association of MBAs).



**永久校区
PERMANENT CAMPUSES**

**合作校区
ASSOCIATE CAMPUSES**

上海

2003 年, 法国凯致商学院与上海交通大学达成合作, 在该校徐汇校区内设立法国凯致商学院上海校区, 并共同开办 Global MBA 项目。上海交通大学是中国顶尖高等学府之一, 也是国际知名的研究性大学。



SHANGHAI

The cooperation between KEDGE Business School and Shanghai Jiaotong University (SJTU) in 2003 contributed to the creation of SJTU-KEDGE Global MBA programme and the establishment of KEDGE Shanghai Campus. SJTU is one of the top higher education institutions in China and an internationally recognised research university.

上海

2016 年, 在中法政府官员的共同见证下, 法国凯致商学院与中央美术学院、索邦大学签署了中央美术学院中法艺术与设计管理学院合作协议, 目前是中国艺术高校中唯一获批正式招生的中外合作办学机构。法国凯致商学院将在未来利用自身学科优势, 给予中央美术学院强大支持, 共同培养艺术、文化产业的国际化人才。



SHANGHAI

In 2016, under the witness of government officials of both China and France, KEDGE Business School, Central Academy of Fine Arts and the Sorbonne University signed the cooperation agreement to set up a new Sino-French Institute of Arts and Design Management. It was the only Sino-foreign cooperatively-run education institution approved for formal admission among Chinese art universities. KEDGE Business School will provide strong support to CAFA with its academic strengths, to jointly develop international talents in art and cultural industries.

苏州

2010 年成立的苏州校区, 促成了法国凯致商学院与中国人民大学的合作以及中国人民大学中法学院的诞生。法国凯致商学院围绕自身优势学科, 在中法学院开设金融学专业。



SUZHOU

The opening of the Suzhou Campus contributed to the creation of the Institut Franco-Chinois (Sino-French Institute) in partnership with Renmin University of China. A five-year Bachelor-Master programme in Finance is created as a result of the cooperation between KEDGE Business School and Renmin University of China.

学院数据 KEY NUMBERS

282
个国际学术合作伙伴
ACADEMIC PARTNERS

60
个学生组织
STUDENT ASSOCIATIONS

74,000
名全球毕业生
ALUMNI

172
位长期教授 (其中45%为国际教授, 来自30个国家)
PERMANENT FACULTY MEMBERS
(45 % OF WHOM ARE INTERNATIONAL)

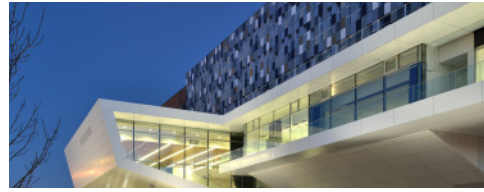
14,800
学院有14,800名学生 (其中25%为国际学生)
STUDENTS (25% OF WHOM ARE INTERNATIONAL)

36
个涵盖本科、硕士、博士的
管理和设计培训类课程
MANAGEMENT AND
DESIGN PROGRAMMES

7 + **3**
大永久校区
PERMANENT CAMPUSES

3
个合作校区
ASSOCIATE CAMPUSES

主要排名 MAIN RANKINGS



最佳商学院排名

全法第9
全欧洲排名第40

KEDGE RANKS 9TH AMONG
FRENCH BUSINESS SCHOOLS
KEDGE RANKS 40TH AMONG
EUROPEAN BUSINESS SCHOOLS

2021《金融时报》/ Financial Times 2021



本科项目

全法排名第2

2ND BACHELOR IN FRANCE

2020《巴黎人报》/ Le Parisien 2020



上海交通大学-法国凯致商学院 GLOBAL MBA

全球第45

SJTU-KEDGE GLOBAL MBA RANKS
45TH WORLDWIDE

2021《金融时报》/ Financial Times 2021



重点研究领域 EXPERTISES

4
CENTRES OF EXCELLENCE
四个卓越研究中心



市场营销与新消费



供应链管理



可持续管理



食品、葡萄酒与酒店管理

3
CENTRES OF EXPERTISE
三个专业研究中心



健康产业与创新



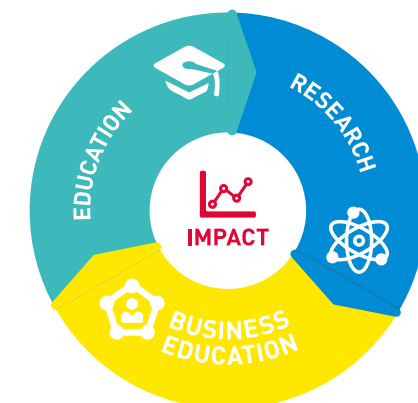
金融反思



创意产业与文化

The School has 4 centres of Excellence and 3 centres of Expertise, enabling continued advanced academic and applied research, initial training and executive education. Partnerships with companies and organizations legitimate KEDGE's influence on managerial practices in these areas.

法国凯致商学院设有 4 个卓越研究中心和 3 个专业研究中心, 提供连续的高级学术与应用研究、初级培训与高级管理人员教育课程。与众多企业和组织的合作伙伴关系提升了学校对这些领域的管理实践的影响。



加入KEDGE校友会, 一起激发和强化我们的校友网络, 为法国凯致商学院校友们提供强大的支撑!

Join KEDGE Alumni Community in China. Bring your experiences and your dreams. Together we will make it stronger and better!

JOIN US 联系我们

如果你想加入 KEDGE 校友会或为校友活动提供资金和资源支持, 您可与我们的校友负责人取得联系:

If you want to be involved in the KEDGE Alumni Community or provide support and services to the association and alumni, please contact:



万玲琳
WAN Linglin

市场推广及校友关系资深经理
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