

KEDGE
法国凯致商学院
原马赛与波尔多商学院

KEDGE
COMMUNITY

法国凯致商学院校友印象志 + KEDGE ALUMNI BOOK 2020 EDITION

RENCONTRE AVEC LES KEDGERS



KEDGE
法国凯致商学院
原马赛与波尔多商学院

Discover
Decode
Do

法国凯致商学院目前有近 70,000 名校友，分布在世界各地。其中，在中国有 3,800 多名校友。作为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。

吴蕾蕾
中国区副总经理
法国凯致商学院

KEDGE community consists of nearly 70,000 alumni worldwide, of which about 3,800 alumni in China. As 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.

Sabrina WOO
Deputy General Manager for China
KEDGE Business School

法 国 凯 致 商 学 院 校 友 印 象 志
KEDGE ALUMNI BOOK 2020 EDITION

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NEW KEDGE

WORLD

WIDE

WE

创新力量 BACHELOR & MASTER



法国凯致商学院共计有 18 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 18 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.

为真实的热爱
而工作、而生活

WORK WITH
PASSION AND
LIVE FREE

INDUSTRY
Consulting
TAGs
Entrepreneur

行业
咨询
标签
创业

郭安琪 GUO Angie

法国凯致商学院
ESC 2010 级
芮璞创新咨询公司
创始人

KEDGE Business School
ESC 2010 Intake
Ripple Insights
Founder

凯致之于我

KEDGE 的学习经历让我在自我表达、实际操作和国际交流这几个方面都得到了很大的提升，而这些能力对于求职来说都是至关重要的。而且 KEDGE 的学习环境高度国际化，在小组作业中，你需要和来自各种文化的同学一起合作，这让你变得包容，学会沟通，拥有更强的共情能力。而在课堂上，你的每次发言、演讲、展示都决定了课程得分，这会让你肯定自己想法的重要性，帮助你建立在公众前表达自我的信心和能力。

KEDGE IN MY MIND

My study experience at KEDGE has greatly improved my abilities in communication, as well as in practical business operation in a cross-cultural environment, which has later proved very crucial in my early job-seeking and career. The study methods and environment at KEDGE is definitely very international. Through group work, you are constantly required to cooperate with students from different cultures, which clearly urges you to develop better skills, simplifying and improving your communication with a greater empathy. In class, each of your contribution is counted into the final score, which really encourages you to believe firmly into the value of your ideas and builds your confidence and skills to express your point of view in public.

我的职业选择

大型咨询企业较注重公司整体效率和利益，工作模式相对标准化更强，但我对人文、创新、探索的工作内容则更加偏爱，所以最终选择了另一条道路——创业。多年的职场经历让我更加坚定了要将个人兴趣融入工作的观念，当你对自己的咨询内容和市场发现都没有任何的热情，客户又怎么会被你点亮？我希望最大程度地发挥自己的主观能动性，去做一些颠覆常规想法，突破舒适圈的尝试，而不仅仅为收益所驱使而工作，当我发现市场上并没有太多公司和团队能够满足自己对工作环境和理念的要求时，我就考虑是不是自己为自己创造机会。

MY CAREER CHOICE

Compared to big consulting companies where people place greater focus on the overall efficiency and profits of the firm and the working mode is more standardized, I personally prefer more cultural, innovative and exploratory works. And years of working experience have made me more determined to integrate my personal interests into work. If you have no true passion for the consultancy and marketing research you conduct, how can your clients be impressed by your work? Instead of being motivated only by my self-interest, I want to give full space to my own initiative and do some original work, which can help people step out of their comfort zone. When I realized that there was really a big market opportunity for this kind of work, I decided to create an opportunity to prove myself.



延伸阅读
EXTENDED
READING



中文



EN

在国际化环境中
发现自我

SELF-DISCOVERY
IN AN INTERNATIONAL
ENVIRONMENT

INDUSTRY
Civil Aviation

行业
民航

TAGs
International Business

标签
国际商务

梁意龙 LIANG Steven

法国凯致商学院
国际商务硕士 2019 级

吉祥航空
商务管培生

KEDGE Business School
MSc. International Business 2019 Intake

Juneyao Airlines
Business Management Trainee

凯致之于我

KEDGE 的国际商务硕士项目提供了丰富的国际化课程：美国老师授课的《国际地缘政治》，英国老师授课的《供应链管理》，法国项目主管授课的《企业金融》，意大利老师授课的《欧盟史与欧洲地理》，马来西亚老师授课的《国际法》、中国老师授课的《国际文化》...令我印象最深刻的就是来自意大利的 Stefano Pillotto 教授，他教授《欧盟发展史》和《欧盟政治与地理》两门课程。在课上，他可以用英、法、意、西、德五种语言和学生自由交流，让我感受到了多元、包容、博学的学者的魅力。平易近人的他课外也会和学生们进行交流探讨，轻松幽默的氛围里学习变得趣味无穷。

KEDGE IN MY MIND

The MSc. International Business programme offers a wide range of international courses: "International Geopolitics" by American professor, "Supply Chain Management" by British professor, "Corporate Finance" by French Programme Director, "History of the European Union and European Geography" by Italian professor, "International Law" by Malaysian professor, "International Culture" by Chinese professor... the professor that impressed me most was Professor Stefano Pilotto from Italy, who taught two courses, "History of the Development of the European Union" and "Politics and Geography of the European Union". In class, he can speak 5 languages (English, French, Italian, Spanish, German) and communicate fluently with international students, which overwhelmed me by the charm of the diversity, tolerance and extensive knowledge of scholars. Through many after-school exchanges, he made the learning more attractive in a relaxed atmosphere.

我的职业选择

多年海外工作和生活经历让我有机会体验了全球 20 多家航空公司的空客 380 和波音 787 等热门机型，也有机会在五大洲 13 个国家的 60 多座城市留下了我的脚印。在一次次的飞机起降中，我对民航工作产生了浓厚的兴趣和极大的热情。每当遇到困难和坎坷，望着天空中起降的飞机，看着停机坪上的航班，我的心情可以瞬间被治愈。热爱蓝天，向往自由。于我而言，那些繁杂的机场代码、枯燥的机身编号和庞大的航线网络，都用情感的温度串联起曾经走过的城市。能把自己的兴趣爱好变成工作是一件幸福的事情。我也希望在民航工作中见证更多有温度的故事，陪伴更多怀揣梦想的人。

MY CAREER CHOICE

Years of overseas work and life allow me to experience popular aircraft, such as the Airbus 380 and Boeing 787 of more than 20 air carriers around the world. I also have left my footsteps in more than 60 cities in 13 countries over 5 continents. I have developed a keen interest and great enthusiasm for civil aviation in every takeoff and landing. Whenever I encounter difficulties and ups and downs, my mood can be instantly healed when I look at the planes taking off and landing and watch the flights on the tarmac. I love the blue sky and yearn for freedom. Those complicated airport codes, airframe numbers, and route networks all connect the cities that I have traveled with emotional temperature. It is charming to turn my hobby into work. In civil aviation work, I hope to witness more warm stories and accompany more people with dreams.



延伸阅读
EXTENDED
READING



中文



勇于尝试 贵于坚持

A LIFE WORTH LIVING
NEEDS CHALLENGES

行业
零售 - 体育
INDUSTRY
Retail - Sports
标签
供应链
TAGs
Supply Chain

刘烩 LIU Hui

法国凯致商学院
ISLI 全球供应链管理硕士 2007 级
迪卡侬中国
供应链及采购总监

KEDGE Business School
ISLI Global Supply Chain Management 2007 Intake
Decathlon China
North Asia Supply Planning Director

凯致之于我

法国凯致商学院的供应链管理项目为学生与企业之间搭建了桥梁，也让我有机会将所学运用于实践，并反复在实践中改进。当时，我被选中参与海尔法国总部重新布局物流仓库的项目。在为期半年的时间里，我和项目小组成员经常到海尔参观，并就项目方案与海尔的领导层进行讨论，领导层成员则直接作为导师和赞助者帮助项目的推进。虽然这是学习的一部分，但它的工作强度和团队配合都和真实的企业工作一致，并且项目成果最终会被运用到公司的实际运营，甚至有学生直接进入企业，开启职业生涯。这对培养学生的实践能力和后期的职场素养都是大有裨益的。

KEDGE IN MY MIND

The ISLI programme of KEDGE built connections between students and enterprises, giving me the opportunity to apply what I had learned in class and to improve it repeatedly in practice. At that time, I was selected to participate in a project to reposition the logistics warehouse at Haier's France headquarter. Over the course of half a year, our team visited Haier frequently and discussed the project with Haier's leadership, who directly helped advance the project as mentors and sponsors. Although it was part of the study, its work intensity and teamwork would leave an impression that you were really doing a job in a company, especially when your work was finally applied into actual operation. Some of the students were even recruited by the company and started their career. This was a beneficial process that could help to improve one's abilities and develop his or her working potentials.

我的职业选择

我在 2009 年加入迪卡侬，至今已有十多个年头。自己对企业的忠诚度来源于三个方面，第一是我对迪卡侬“高效”、“真诚”、“灵活”、“享受运动欢愉”的企业文化的认可，第二是企业始终提供给我宽广的学习和成长空间，第三则是我发现自己能够持续地为企业创造新的价值，从而体现自身价值。迪卡侬致力于让每个消费者都享受到运动的欢愉，所以产品性价比通常都非常高。这样的企业愿景会让员工更加有目标和责任感。同时，迪卡侬也重视员工的个性化发展，设定了一整套标准流程。领导们定期与员工深入交流，与其共同探讨新的目标，并为员工提供相应的建议和帮助，这大大鼓励了员工的主动性和创造力。

MY CAREER CHOICE

I joined Decathlon in 2009 and have been in the company for more than a decade. My loyalty comes from three aspects. The first is my recognition of the company's culture. The second are the learning and development opportunities that the company keeps providing to me. The last one is that I am willing to and is able to create new values to the company. Decathlon is committed to making every consumer enjoy the sport activities, so the product price is usually very cost-effective. Such vision will motivate the employees to be more responsible. At the same time, Decathlon also attaches importance to the personalized development of employees with a set of standard procedures. Leaders regularly communicate with employees to set new goals and help them with proper advice and assistance, which greatly encourages their initiative and creativity.





人生不设限
坚持做自己喜欢的事

ACCEPT
NO LIMITS
AND DO WHAT
YOU LOVE

INDUSTRY
Apparel
行业
服饰

TAGs
High-end Silk
标签
高端真丝

覃梦洁 QIN Mengjie

法国凯致商学院
市场营销与品牌管理硕士 2012 级
MAISON SONZHOU 颂周
联合创始人

KEDGE Business School
MSc. Marketing & Brand Management 2012 Intake
MAISON SONZHOU
Co-founder

凯致之于我

当时翻看介绍海外商校的杂志时，读到一篇法国凯致商学院 Michel GUTSATZ 教授撰写的文章，其中详细分析了商品细节（比如一双皮鞋搭配不同材质、颜色的鞋带）是如何体现品牌特色和价值，从而为其拥有者带来品牌归属感和认同感。教授的观点刷新了我对品牌的认知，让我对他的课程产生了向往。回顾在 KEDGE 求学的 2 年，教授和法国同学都给了我很大的帮助和启发。KEDGE 的教授具备丰富的企业经验，会在课堂上分享最新的商业案例，邀请企业共同参与教学，并在学生模拟构建商业项目时，给予中肯的评价以及可操作的优化建议。而法国同学很有想象力，做事情不太会给自己设限，但一旦明确目标，就会倾注热情，专注每一个细节。

KEDGE IN MY MIND

When I looked through a magazine about overseas business schools, I read an article written by KEDGE Professor Michel GUTSATZ. The article analyzed in detail how the subtle differences of a product, such as a pair of leather shoes with different colored shoelaces, could tell a brand's characteristics and values, thereby providing a premium and added value to its customers. The Professor's point of view refreshed my understanding of brand and made me yearn for his courses. Recalling my 2 years at KEDGE, I benefited a lot from both professors and French classmates. The professors have extensive corporate work experience. They share the latest business practice cases in class, involving companies from different industries to give pertinent evaluations and suggestions of optimization to students for their business simulation projects. As for French students, they are very imaginative and quite open to new things. Once they have a clear goal, they will devote themselves to it with attention to every detail.

我的职业选择

注重品质和格调的奢侈品的品牌经营一直是我关注的重点。在产品技术方面，中国自古具有高超的真丝织造技术，真丝产品享誉世界，在中国进行生产和销售，相较西方进口真丝制品，将具有一定的技术和价格优势；在市场需求方面，随着中国现代化程度的不断提升，国人对符合现代审美的高端真丝制品的需求将十分可观；另外，继承和弘扬“丝绸之路”文化，搭建一座中国现代优秀丝绸产品与世界市场的桥梁，亦是一名中国“丝绸人”应有的商业和文化担当。

MY CAREER CHOICE

I always paid special attention to the study of the brand management of luxury goods. In terms of production, China has a long history of silk making, and its silk products are world-renowned. Compared to the silk products imported from the western world, a company that makes and sells silk products in China can give full play to the leverage of technology and price. In terms of market demand, with the continuous process of China's modernization, the demand for high-end silk products in line with the modern aesthetic will be non-negligible. Besides, it is also the business and cultural responsibilities for a Chinese running silk business to inherit and promote the "Silk Road" culture, bringing China's modern excellent silk products to the world market.



延伸阅读
EXTENDED
READING

中文



EN



立足专业高度
以资本助力实业发展

A SENIOR
PRACTITIONER
OF
CAPITAL
OPERATIONS



行业
金融投资

INDUSTRY
Financial Investment

标签
传媒

TAGs
Media

许秋实 XU William

法国凯致商学院
MSc. 2008 级

KEDGE Business School
MSc. 2008 Intake

中国财富传媒集团
副财务总监

China Fortune Media Group
Deputy Financial Director

凯致之于我

在专业知识和实操经验方面，KEDGE的课堂承袭了法国注重实践的课堂传统。通过案例分析、企业模拟等方式，学员可通透地理解了所需的金融理论和法律知识，也熟练地掌握了诸财务报表分析、现金流估值和期权模型等技能和实操。社交和沟通方面，课上讨论和课后作业不仅促进英法双语水平的提升，也让自己更具文化包容性。掌握了不同文化背景的人的社交特征后，在国际化的工作环境中，就更能掌握合作中的主动权。在后来与法国科普利信的合作项目中，就是这一留法经历给与的文化浸淫，帮助我拉近了与合作方之间的距离。在国际化的商业合作中，懂得对方的文化特征，就更容易联络彼此感情、互相信任，最终成就商业合作。

KEDGE IN MY MIND

Through case studies and business simulations, KEDGE offers practice-oriented classes where you can learn theoretical knowledge and master the skills like analyzing financial statements, calculating cash flow valuations, building options models, etc. KEDGE is also a community with a high level of internationality. Discussions and assignments in groups encourage students to improve both their English and French and become more tolerant facing cultural differences. In an international working environment, understanding the social characteristics of different cultures could help to seize the initiative in business cooperation. Later when I was seeking collaborative opportunities with Cooperl Arc Atlantique, the largest pork processing company in France, it was exactly the cultural empathy cultivated during my stay at KEDGE that helped to bring the two sides closer and achieve the final cooperation.

我的职业选择

在进入上市公司之前，我曾在证券公司投资银行部实习过一段时间。在进行大量的材料分拣和阅读的过程中，我开始接触上市公司资本运作的相关信息。相较于投资银行流程化的工作，自己对能更加深入、全局了解产业背景、真正参与决策的上市公司资本运作更感兴趣，从而明确了职业方向。回国后，我就进入上市集团工作，现在已经在科技、食品和媒体等行业积累了丰富的资本运作和投融资经验。我始终认为资本运作应该为实业服务，只有掌握不同行业当下的特征，资本运作才能成为有效的助力，帮助本土企业走向国际。

MY CAREER CHOICE

I first worked as intern in the investment banking division in a securities company where I was exposed to information about capital operations for listed companies. Compared to the internship job, I found myself more attracted to the working role that would allow me to develop a comprehensive understanding of various industries and participate in the decision making. So I decided to involve myself into the work of capital operations. Up to the present, I have almost 10 years working experience in capital operations, investment and financing for listed companies, covering industries like technology, food, media, etc. I believe that the objective of capital operations has always been making contributions to industrial entities. And only by mastering the characteristics of each industry can capital operations serve as an effective impetus for domestic companies to go abroad.



延伸阅读
EXTENDED
READING



中文



EN

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 项目是 EQUIS, AACSB 和 AMBA 三大国际认证的在职 MBA 项目。2020 年度《金融时报》排名全球 41 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 41st worldwide and in the top 15 Executive MBAs in China (Financial Times 2020). With their excellent business acumen and extensive business practice, the graduates become the driving force that promotes corporate social responsibilities and innovation of industries.

人生就是一场马拉松，
坚持方为胜者！

LIFE IS LIKE A
MARATHON



行业
电子信息

INDUSTRY
Electronics & Information

标签
市场应用

TAGS
Market & Application

曹锦东 CAO Jindong

法国凯致商学院 马赛马拉松俱乐部 会长

上海交通大学 - 法国凯致商学院
国际在职 MBA 2012 级

意法半导体中国区
微控制器市场及应用总监

President of KEDGE Marathon Club (Masai Mara)

SJTU-KEDGE
Global MBA 2012 Intake

STMicroelectronics China
Microcontroller Market & Application Director

凯致之于我

MBA 的学习不仅让我对领导力和团队管理有了全新的认识，也激发了我对工作和团队进行全面改进的决心。同时，MBA 也帮助我养成了善于发现、勤于思考的学习习惯，教会我在有限的时间里做最重要的、最有价值的事。懂得取舍才有精力在忙碌的工作中，坚持自己热爱的事，不断追求新的挑战。在就读期间，我还加入了学校的马赛马拉松俱乐部。对于我来说，马拉松不止是一种运动，它还是一种结交同道中人的方法，一种对身心的极致磨炼，一次与自我的深度对话。我非常感谢 MBA 学习中遇到的这一群跑友，正是在他们的陪伴下，自己才迈开了步伐，遇到了“更好的自己”。

KEDGE IN MY MIND

The Global MBA has not only given me a new understanding of leadership and team management, but also made me determined to comprehensively improve my work and team. It helps me develop a learning habit of voluntary exploration and diligent thinking and teaches me to do the most important and valuable things in a limited time. While attending the MBA programme, I also joined KEDGE Marathon Club (Masai Mara). For me, marathon is not only a sport, but also a way of meeting new friends, a tempering of the body and mind, and a deep confrontation with myself. I feel very grateful towards my running friends that I met during the MBA study. It was in their company that I started to meet "a better me".

我的职业选择

选择在半导体领域工作，一是出于技术方面的兴趣，二是喜欢概念设计最终产出实物的成就感，三是看到了时代趋势，希望走在技术前沿。2002 年，我加入了意法半导体这一世界领先的半导体公司。在此工作的 18 余年间，通过积极推动 MCU 生态系统的发展，公司大中华区 MCU 的业务扩大了数十倍，市场份额也获得大幅提升。在未来，除了技术研发，我们还将建立健康的企业生态和稳固的品牌影响力方面加大投入。比如通过与大客户的密切合作促进研发，继而抢先跟进中小客户，通过陪伴其成长建立信任，营造低风险、多元化、可持续的稳定企业生态。品牌影响力方面，我们也将通过线上平台集成，加上线下活动的市场推广，不断充盈品牌的数字资产，增加品牌曝光度，夯实强化品牌影响的广度与深度。

MY CAREER CHOICE

I chose to work in the semiconductor field, firstly because of my technical interest. Secondly because I could feel a sense of accomplishment due to ultimate formation of product, relying on conceptual design. And the third is to follow the trend of the times, hoping to be part of the cutting-edge technology. In 2002, I joined the world leading semiconductor company STMicroelectronics. During the 18 years there, our team actively promoted the development of the MCU ecosystem, which expanded the company's MCU business in China by dozens of times and significantly increased its market share. As for the future development of the company, in addition to technology research and development, we will also invest in building a healthy corporate ecosystem and solid brand influence, which is a manifestation of "mastery and controllable".





扬帆起航
筑梦未来

AN EAGER
SAILOR,
AN ACTIVE
DREAMER

INDUSTRY 行业
Education & Training 教育培训

TAGs 标签
Kids, Sailing 儿童、帆船

陈小欧 CHEN Anita

上海交通大学 - 法国凯致商学院
国际在职 MBA 2013 级

帆船领导力
创始人 & CEO

SJTU-KEDGE
Global MBA 2013 Intake

Sailing Leadership
Founder & CEO

凯致之于我

在创业项目中将“领导力”重点，作为课程的目标，是受到上海交大 -KEDGE 国际 MBA 学习中“领导力”课程的启发。我希望帆船领导力能像青少年版的 MBA，教授的不仅是综合素质的培养，更是鼓励学员充分发挥自己的组织力、决策力，将这些素养利用起来，成为一个优秀的管理者、领导者，最终培养孩子成为未来世界的公民领袖。2018 年 4 月，作为 KEDGE 亲子俱乐部理事会的成员，我也将品牌的帆船领导力课程带进了学校，为校友们准备了 # 建造自己的 OP 帆船 # 的活动，希望将这种具备跨学科知识学习、领导力培养、协作能力发展、实操技能提升等多项优势的课程分享给各位校友。

KEDGE IN MY MIND

In my entrepreneurial project, I put emphasis on "leadership", which is inspired by what I have learned in a course focused on leadership from the SJTU-KEDGE Global MBA. I envisage that Sailing Leadership could be like an MBA for kids and adolescents. It is not only about the qualities they cultivate from the courses and activities, but more importantly, they learn how to make use of these qualities, to organize them and make decisions. And at the end of the training, I wish they could become a manager, a future global civic leader. In April 2018, as member of the board committee of KEDGE Kids Club, I brought the courses of Sailing Leadership to our alumni and their kids, hoping to let them enjoy this activity that has so many advantages such as interdisciplinary learning, leadership development, cooperation ability cultivation and practical skills improvement, etc.

我的职业选择

在国际一线游艇公司就职期间，我接触到了帆船运动。这一运动充满未知与挑战，对驾驭者的心智、知识和技能要求都极高。这种综合性的素质要求与国际领先的 STEAM 教育理念不谋而合，我也从中获得启发，决定将其作为创业方向。虽然国内的 STEAM 教育仍处于探索期，但项目已经遍地开花，想要脱颖而出，就必须在课程研发和品类延伸上下功夫。帆船领导力的课程和活动一直在根据需求推陈出新，同时坚持着标准化，目的就是在抢占行业标准、成为行业标杆的同时，实现品类延伸，然后规模性放大。现在，得益于多样的产品及其可复制性，帆船领导力的业务已经从上海拓展到多个沿海大城市。

MY CAREER CHOICE

During the period when I worked for the luxury yachting industry, I came to know about sailing. It is an activity full of unknown and challenge, demanding a strong combination of will, knowledge and skills. All the qualities required by sailing meet the popular education concept of STEAM and that's why I chose to focus on these two to start my entrepreneurial project. For me, to excel from other projects, it is a must to have a stable and considerable investment into the R&D of courses and the diversification of the products. The team has been adding new things to our curriculum and activities in the light of the market trend and in the meantime, we insist on the standardization in order to facilitate the reproducibility. As a result, our business now, has extended from Shanghai to many big coastal cities.





将自己擅长的事
长久地做好

BECOMING
AN EXPERT IN
WHAT YOU'RE
GOOD AT

行业
服装、生活方式

INDUSTRY
Apparel, Lifestyle

标签
私人定制

TAGs
Personal Tailoring

陈明 CHEN Chris

上海交通大学 - 法国凯致商学院
国际在职 MBA 2010 级
劲盟品牌管理 (上海) 有限公司
创始合伙人

SJTU-KEDGE
Global MBA 2010 Intake

METMAN Brand Management Co., Ltd.
Founding Partner

凯致之于我

在法国凯致商学院就读 MBA 时,我就开始关注“消费升级”的问题。作为国内较早接触欧美消费市场的人士,我深感当地服务中产阶层的供给特别多,消费者所能享受的性价比比国内市场高太多。随着后期学习的深入,我将这一思考逐渐上升到定义概念的高度,即发现真正的消费升级应该是“性价比的极致化”,而不是让消费者花更多的钱。所以,经过 2 年系统的商业管理学习,从上海交大 - KEDGE 国际 MBA 项目毕业的同年年底,我投资了一个新项目,专注为高端商务客户提供西装定制服务,旨在向消费者提供符合该价位的更好的品质和服务,将“性价比”极致化提升,做到我眼中真正的消费升级。

KEDGE IN MY MIND

During my MBA study at KEDGE, I started paying attention to consumption upgrading. As one of the first Chinese who got access to the European and American consumer markets, I witnessed the rich supply of local services for middle class in these countries. The price/performance ratio there was much better than that in China's domestic market. As the study went on, I came up with the definition of consumption upgrading which is maximizing the price/performance ratio instead of asking consumers to spend more money. After 2-year systematic learning of management, I invested in a new project focusing on haute couture suit customization. My objective was to realize what I believe as consumption upgrading by providing consumers with better product quality and service than its price.

我的职业选择

做生意不追求增长速度是假的,但快速增长不是唯一的目的!互联网行业那样的快速扩张并不适合我想要做的事,还是该坚持自己的标准,将自己擅长的事长久地做好。我们利用中国在服装制造领域的优势打造柔性供应链,为客户定制生产高标准高品质的产品,将传统服装供应链里的库存水分挤了出来。我们利用成熟的移动互联网交易技术,打破传统的产品分销渠道,以人为节点构建基于口碑传播的社群营销,经营圈层文化,在输出产品服务的同时,进一步输出基于圈层生活方式的内容服务,融入到客户的社交场景中。

MY CAREER CHOICE

It is universally acknowledged that people run business for profits and growth. But it is certainly not the only purpose! Things like rapid expansion in the Internet industry is never my preference. For me, it is better to insist on my own standards and become an expert in what I am good at. Relying on China's advantages in garment manufacturing, we build flexible supply chains, tailor high-quality products for our customers, explore new things in the traditional garment supply chain. With mature mobile Internet trading technologies, we develop new distribution channels, create community marketing strategies based on word-of-mouth communication to build cultural circles. Together with our products, we also provide circle-based lifestyle content services that are adapted to all kinds of social occasions to our customers.



延伸阅读
EXTENDED
READING



中文



EN

理性与浪漫并举的 工作与生活

BALANCE BETWEEN REASON AND PASSION



行业
电子信息

INDUSTRY
Electronics & Information

标签
供应链

TAGs
Supply Chain

高夫华 GAO Jeff

法国凯致商学院 智荟链俱乐部 北京分会 会长

上海交通大学 - 法国凯致商学院
国际在职 MBA 2009 级

联想集团
全球软件采购经理

President of KEDGE Supply Chain Club Beijing Branch

SJTU-KEDGE
Global MBA 2009 Intake

Lenovo Group
Global Software Procurement Manager

凯致之于我

2008 年，我加入诺基亚西门子网络公司，担任高级集成电路采购工程师。我希望寻求职业的突破，逐步从技术向管理规划方向发展。随即，我报读了上海交大 -KEDGE 的国际 MBA 项目，这对我帮助很大。首先，课程涉及到管理学的方方面面，帮助我打破本位思考，培养了从各个环节、整体全局出发的思考习惯。其次，项目给出的案例很丰富，让我在短时间内积累了大量最新案例，后期可以直接运用到工作中，可操作性很强。另外，在和来自不同文化及行业的同学的交流中，我也学会了很多沟通软性技巧，懂得如何掌握主动权，频繁的个人演讲也克服了自己不善在人前展示的弱项。从这个项目毕业后，我也顺利完成了职业转型。

KEDGE IN MY MIND

By the year of 2008, I started to look for a career transformation by joining Nokiasiemens Network. From technology to procurement, I sought to prepare myself towards management. So, I attended the SJTU - KEDGE Global MBA, a programme from which I benefited a lot. First, the curriculum covers all aspects of management and presents an overall picture of enterprise and industry, which helps you to go beyond your working field to build a holistic perspective. Secondly, you will receive a wealth of latest real business cases in class where you learn to extract the methodologies that can be soon applied in your work. Furthermore, through the exchanges with participants from other industries and cultures, you will know how to take the initiative in negotiations and master soft skills of communication. The frequent oral presentations also help to enhance the ability to give public speeches.

我的职业选择

我本科时期攻读的是电子工程专业，毕业后进入一家央企，负责计算机系统集成的工作。当时，电子信息产业在国内刚刚起步，虽然前景看好，但由于制造业基础薄弱、行业高投入低产出等原因，国内企业仍以分销为主，少研发岗位。为了走在技术前沿，专注尖端研发，我加入西门子公司，在北京及慕尼黑两地担任技术援助组组长。赴德工作的经历不仅让我有机会接触到了最先进的电子信息技术，更塑造了未来十几年一直助推自己进步的那一种专注、严谨、精确的职业精神。未来，我希望继续秉持这种职业精神，坚持在电子信息产业工作，以数字时代的供应链研究为核心，将自己在采购方面的经验进行提炼和总结，为更多从业者带来方法论的指导。

MY CAREER CHOICE

I majored in electronic engineering at university and got hired by a state-owned company for hardware and software integration after graduation. Due to the weak manufacturing basis, the industry was only in its initial phase in China and the domestic companies ran mainly their business in distribution with few posts in R&D. In order to keep abreast of the cutting-edge technologies, I joined Siemens where I worked as Technic Assistance Team Leader in Beijing and Munich. The working experience in Germany not only gave me access to the most advanced technologies, but also bestowed on me a professionalism of focus, rigor and precision which had powerfully boosted my career progression in subsequent periods. In the future, I will go on with my development in the same industry, with the same professional attitude. To promote the supply chain-centered researches in the digital age, I wish to extract my working experience in procurement and refine them into methodologies so as to benefit more people working in this field.





走出职业“舒适区”， “KFC”的MBA学习体验

OUT OF "COMFORT ZONE" & "KFC" MBA EXPERIENCE

INDUSTRY
Automobile

行业
汽车

TAGs
Auto Suppliers, Marketing

标签
汽车供应商、市场

计懿璘 Ji Elin

上海交通大学 - 法国凯致商学院
国际在职 MBA 2015 级

海拉中国
市场经理

SJTU-KEDGE
Global MBA 2015 Intake

HELLA China
Marketing Manager

凯致之于我

如果说这段 MBA 学习经历，到底学到了什么，我会总结为“KFC”：K-Knowledge 知识，F-Friendship 人脉，C-Capital 价值。从理论角度，MBA 学员能学到非常实用的理论知识，全面覆盖整个企业运营的各个环节，比如营销、供应链、质量、投资、项目管理等。关系网络上，MBA 每月上课三天，通过课堂讨论、课后小组作业等，跟同学们的联系非常紧密。此外，通过参与 KEDGE 的各类校友活动及校友俱乐部，接触来自全世界、各行各业的校友和教授，建立起自己的人脉，了解不同行业的最新趋势。价值层面，通过领导力等课程，MBA 能帮助提升时间管理能力和沟通能力，尤其是跨文化沟通软技能。IBS（即 International Business Seminar）模块，更是打开了自己的视野和格局。

KEDGE IN MY MIND

If you ask what I have learned from the MBA, I'll sum it up as "KFC": K-Knowledge, F-Friendship, C-Capital. First, we learn very up-to-date theoretical knowledge, covering all aspects of the entire business operation, such as marketing, supply chain, quality, investment, project management, etc. In terms of network, we attend MBA courses three days per month where participants become very close through class discussions and after-school group assignments. In addition, by joining in KEDGE's various alumni events and clubs, we meet alumni and professors from all over the world so that we can build new relations and learn about the latest trends. About personal development, through leadership and other courses, I have improved my time management and communication skills, especially cross-cultural communication soft skills. The IBS (International Business Seminar) has opened up my vision and landscape.

我的职业选择

从上海交通大学本科毕业后，我很顺利地进入海拉工作——一家全球性的家族企业，也是一家上市公司。从市场专员到中国市场经理，每天朝九晚五，我规律地工作和生活，按部就班地在职业上获得晋升。一切都井然有序，被赞誉为有一份“稳定”的工作。然而，长久待在工作的“舒适区”，很有可能最后就是“温水煮青蛙”的结果。当我在海拉工作了十年之后，我突然意识到自己在同一个职能呆了太久，知识结构性的短缺和不平衡开始慢慢显露，尤其是其他部门的运作及整个企业的运营。我开始思索如何走出职业的“舒适区”？如何进一步提升自己的职业生涯？最终我选择重回校园，就读上海交大 -KEDGE 的国际 MBA 项目。在学习的过程中，沉下心来，自我提升，拓展人脉网络，打开国际化视野。

MY CAREER CHOICE

After my bachelor graduation from SJTU, I was successfully hired by HELLA, a global, family-owned listed company. From Marketing Executive to Marketing Manager of China, every day, from nine to five, I live a regular routine and get promotions step by step. Everything is in order with this "stable" job. However, if one stays in the "comfort zone" for a long time, he/she will probably end up like slowly boiling frog. After having worked in HELLA for ten years, I suddenly realized that I had been in the same function for too long, so the shortage and imbalance of knowledge structure have slowly emerged. I began to think about how to get out of the professional "Comfort Zone" and how to further improve my career. Finally, I decided to attend an MBA to achieve a self-improvement and develop an international network while broadening my horizons.



我与高端酒店业的 那些年

UNFORGETTABLE YEARS IN HOSPITALITY



行业
酒店

INDUSTRY
Hospitality

标签
采购

TAGs
Procurement

季刚 Ji George

上海交通大学 - 法国凯致商学院
国际在职 MBA 2011 级

法国雅高酒店集团
大中华区采购总监

SJTU-KEDGE
Global MBA 2011 Intake

AccorHotels
Director of Procurement Great China

凯致之于我

我在职业晋升期选择了就读 MBA 项目。当时虽未加入法国雅高集团工作，但我对法国文化中“强调个性”这一点十分认同，加上工作上对国际化环境的需求，就选择了法国凯致商学院和上海交大合作的国际在职 MBA 项目。MBA 是一个弥补知识结构性短缺的平台，专业的课程能够提升自己的综合管理能力，而与来自不同文化不同行业的学员交流则能引导自己走出职业局限，拥有更全面的知识储备和更宽广的视野。此外，也正是 MBA 的学习让我摆脱了单纯以“业绩导向作为衡量一切”的思维的束缚，建立起全局观，而其中的企业社会责任 (CSR) 和供应链管理相关课程更是让我对现代商业有了新的认识。

KEDGE IN MY MIND

I decided to participate in an MBA programme during my career advancement. I was not yet employed by AccorHotels but already identified with the value of "individuality" to which the French culture attaches great importance. Besides, my aspiration for an international learning environment also encouraged me to make SJTU-KEDGE Global MBA my final choice. For me, MBA is a platform where you can make up for the structural lacks in your management knowledge. The courses help you to reach an integrated improvement of management ability and the exchanges with participants from different industries led you to walk out of your zone for more knowledge and a broader perspective. The MBA study also freed me from the idea of "performance orientation as the measurement for all work" and equipped me with a holistic perspective. Furthermore, the courses on CSR and supply chain management opened my eyes and offered me a new understanding of modern business.

我的职业选择

上世纪 80 年代末，伴随着改革开放，中国第一批合资企业成立，酒店业也正式在国内起步。紧跟时代潮流，我成为了第一批在合资酒店工作的人。中西文化的碰撞带来巨大冲击，但也让我完成了从“仅凭一腔热情和干劲解决问题”到“在工作中建立协同效益的服务意识”的转变。在酒店业工作近 30 年，我参与也见证了酒店业在中国发展的起起伏伏。如今，我对高端酒店承载的极致的服务理念和人文关怀有了更深刻的理解，也熟练掌握了供应链、互联网技术和进出口贸易领域的知识和技能。在未来，我希望能够凭借自己的经验和战略眼光，为中国酒店业的发展做出更多积极贡献。

MY CAREER CHOICE

In the late 80s, with the policies of reform and opening, the first joint ventures were established, and the hospitality marked its initial step in China. Following the trend, I made the decision to start my career at joint venture hotels. Though the impact brought by western culture was significant, it had helped me achieve a change of mindset from "we can solve any problems if we have passion and enthusiasm" to "when faced with problems, a general service spirit of co-benefits and cooperation is a first and must". In my nearly 30 years' work in hospitality, I have participated in and witnessed the ups and downs of the industry in China. Now, equipped with a deep understanding of the top-level service and humanistic care of high-end hotels, I have also mastered knowledge and skills in the field of supply chain, internet technology and import and export trade. In the future, I will continue to devote myself to making more contributions to the hospitality industry in China by use of my experience and strategic vision.



与创新和挑战 持续对话

A DYNAMIC DIALOGUE WITH CREATIVITY AND CHALLENGE



行业
快消
INDUSTRY
FMCG

标签
美妆
TAGs
Cosmetics

江黎敏 JIANG Jeremy

上海交通大学 - 法国凯致商学院
国际在职 MBA 2016 级

LVMH 集团
贝玲妃品牌总经理

SJTU-KEDGE
Global MBA 2016 Intake

LVMH
Benefit Brand GM

凯致之于我

我在 2016 年报读了上海交大 - KEDGE 国际 MBA 项目。当时在 LVMH 担任 Benefit 市场总监半年有余，渐渐发现市场部门之外的工作对于商业经营的重要性。借助 MBA，我希望突破执行层面的局限，完善自己对业务模型和渠道方面的了解，同时形成一个更加鲜明、能够发挥自身优势的领导力风格。在项目选择方面，无论是综合全面的课程设置，富于实践的教授团队，还是学习氛围浓厚的校园环境，这个项目都符合我的需求，加上公司里有很多优秀的同事也是 KEDGE 的校友，我很快就做出了选择。感谢这一段 MBA 的学习之旅，我结识了很多有趣的灵魂，也为自己职业发展更好地进入下一阶段做好了准备。

KEDGE IN MY MIND

I applied for the SJTU-KEDGE Global MBA in 2016. At that time, I had been working as Marketing Director of Benefit for more than half a year. I started to be aware of the importance of other sectors outside of the marketing department in the overall business operations. With an MBA study, I hoped to see beyond my own field, get an insight into business models and channels and build on my strengths to develop a more distinctive leadership. In the selection of programmes, I found my requirements perfectly targeted by this Global MBA. It provided a comprehensive curriculum, an international faculty well-experienced in business practice and a time-honored campus with pleasant surroundings. Finally, taking advice from many colleagues who graduated from KEDGE, I chose to start my MBA journey there. Thanks to the 2-year study, I have befriended with many "interesting souls" and got well prepared for the career advancement in the years that followed.

我的职业选择

“充满热情、保持好奇、知行合一”是我的座右铭，也是我在职业发展中秉持的价值观。大学毕业后，我就开始在快消行业发展。对于这个竞争激烈且充满变化的行业（尤其是美妆领域），我始终带着好奇心不断探索。从联合利华到欧莱雅，直至现在就职的 LVMH 集团，我与自己负责的品牌可以说是互相成就——我打造了更好的品牌，也收获了更好的自己。面对当下国货品牌和疫情带来的冲击，我的态度是坚持自我，同时敢于冒险，与创新和挑战持续对话。

MY CAREER CHOICE

"Passionate. Curious. Walk the talk." These are the three qualities that I always consider as my guidelines in both daily life and career path. After graduating from university, I started my career in the FMCG industry. I have always been curious to explore this highly competitive and ever-changing industry, especially in the cosmetics sector. From Unilever to L'Oréal, and now LVMH, I grow together with the brands I have been in charge of - better brands come along with a better self. In the face of the challenges brought by domestic brands and the pandemic, my attitude is to emphasize on consistency and be courageous towards possible risks, keeping a dynamic dialogue with innovation and challenges.





修合无人见，存心有天知：
一个当代中医药从业者的初心

A CONTEMPORARY
CHINESE MEDICINE
PRACTITIONER

INDUSTRY
Medical

行业
医疗

TAGs
Traditional Chinese Medicine

标签
中医药

李仁伟 LI Ken

法国凯致商学院 健康产业俱乐部 会长

上海交通大学 - 法国凯致商学院
国际在职 MBA 2013 级

上海永家合信药业有限公司
创始人兼 CEO

President of KEDGE Healthcare Club

SJTU-KEDGE
Global MBA 2013 Intake

Shanghai Yung Gaho Pharmaceutical Co., Ltd.
Founder & CEO

凯致之于我

在经营永家合这家公司时，上海交大 - KEDGE 国际 MBA 的课程带给我很大帮助。首先，课程教授的最先进的国际管理知识，可以帮助我科学客观地给企业做“诊断”，用方法论来制定战略。再者，学员有很多来自医疗行业，尤其是西药行业领导企业的中高层管理者。与他们共同学习交流，可以让自己更好地了解西药企业的管理模式，特别是对员工的培训。此外，项目全英文授课，大幅提升了我的英文水平。在美国的国际游学中，和许多来自全球各地的学员，一同参访了如美国智库（奥巴马智囊团）、外贸局等官方机构，让自己更加了解国外的文化和思维方式，有效加快了永家合与美国花旗参农业总会的合作进程。

KEDGE IN MY MIND

The rapid development of Yung Gaho is inseparable from what I have learned from the SJTU-KEDGE Global MBA. Firstly, with the most advanced international management knowledge delivered in courses, I could scientifically and objectively "diagnose" the enterprise and use the methodology to make strategies. Secondly, there are many participants from medical industry, especially some senior managers from western medical companies. By making exchanges with them, I could better understand their management models, especially in terms of employee training. Besides, the programme is delivered in English. That had greatly helped me with my English level. During the International Business Seminar in the US, with many participants from all over the world, we visited official institutions such as the US think tank (Obama think tank) and the Foreign Trade Bureau. The trip let me know more about foreign cultures and ways of thinking, and effectively accelerated the cooperation between Yung Gaho and American Ginseng Agricultural Association.

我的职业选择

我出生于中医药世家，从小就受中医的耳濡目染，对这一博大精深的传统瑰宝很有感情。2007 年，在几年的职业探索后，我决定回归初心，继承家学，创办上海永家合药业有限公司，从此开始了十多年的中医药从业之路。发展至今，永家合业务范围不断扩大，涉及中药材批发、连锁药房零售、电商和文创等多个领域，同时与美国花旗参农业总会、上海嘉定区政府辖属街道进行了多项合作。在国家政策扶植的良好背景下，我也期待着为中医药传承与发展的事业尽上自己的一份绵薄之力。

MY CAREER CHOICE

Born in a family of traditional Chinese medicine and influenced by traditional Chinese medicine since childhood, I have great affection for this excellent traditional treasure. In 2007, after several years of professional exploration, I decided to inherit the family tradition. Therefore, I founded Shanghai Yung Gaho Pharmaceutical Co., Ltd., and have been engaged in the Chinese medicine industry for more than ten years. Up to now, Yung Gaho's business scope has been expanding, involving Chinese herbal medicine wholesale, chain pharmacy retail, e-commerce, cultural & creative industry, etc. At the same time, Yung Gaho has cooperated with the American Ginseng Agricultural Association and the subordinated community committee of Shanghai Jiading District. With the support of national policies, I am looking forward to contributing to inheritance and development of Chinese medicine.



延伸阅读
EXTENDED
READING



中文



EN

稳中求进 进中谋胜

TO REALIZE
AMBITIONS THROUGH
STEADY PROGRESS



行业
化工材料

INDUSTRY
Chemical Materials

标签
树脂、高新技术

TAGs
Resins, High Tech

李征 LI Wayne

上海交通大学 - 法国凯致商学院
国际在职 MBA 2011 级

ORCA 比利时百耐有限公司
亚太区首席代表

SJTU-KEDGE
Global MBA 2011 Intake

ORCA Pannel & Flipo SPRL
Chief Representative Officer APAC

凯致之于我

在 MBA 项目的选择上,我做了一番考察,也听取了公司高层的意见,最终选择了上海交大 - KEDGE 国际 MBA 项目。在比利时百耐工作,我要经常和欧洲的高层沟通,选择拥有法国渊源的国际 MBA,将帮助我更好地了解欧洲人的思维方式、商业逻辑。另外,公司高层在知名度和课程水准方面,也给予了法国凯致商学院很高的评价。通过 MBA 的学习,我掌握了系统的企业管理知识和技能,变得更有条理,能从全局出发。最重要的是,我的心态更加开放,因为 MBA 让我明白精英在一起,难免针锋相对,有碰撞才有创新。MBA 欢迎挑战,它不能让所有人都满足,但是能让所有人发出自己的声音。

KEDGE IN MY MIND

In choosing MBA programmes, I made some researches and took advice from the management of the company. There are 2 reasons why I applied for SJTU-KEDGE Global MBA. First, I worked in a company where exchanges with European colleagues were quite frequent. An international MBA programme with a French origin could offer me a better understanding of Europeans' way of thinking and business conventions. And then, KEDGE business school received a wide recognition from the management of the company. Through the MBA study, I have mastered systematic business management knowledge and skills with a holistic approach to operation and an enhanced time arrangement ability. Most importantly, I become more open-minded. MBA made me realize that it is good and normal to have conflicting opinions with so many business elites around. This is exactly where innovations come from. MBA means being open to challenges. Though sometimes people may hold counterviews, you can always have your voice out.

我的职业选择

虽然我在比利时百耐已经工作 12 年,但仍能看到自己与公司之间互相成就的潜力。我认为,中国作为新兴市场,在运输设备(如高铁、地铁)、特种救援、航天航空方面的需求还在继续上升,并且走在技术前沿。因此,作为中国区的首席代表,我将在销售和技术研发两个层面更具话语权,为公司创造更大价值。而这家中小型的公司,也可以给我提供更多的自由和发挥空间。我希望逐步扩大自己在中国的团队,构建中国分公司,致力于为国内引进更多符合需求的高新技术材料,同时为更多具备经济实力和现代管理理念的民营企业搭建与海外沟通和信任的桥梁。

MY CAREER CHOICE

Having worked in ORCA Pannel & Flipo more than 12 years, I still see potentials for mutual achievements between me and the company. In my opinion, we will continue to see, in the emerging China market, rising demands for our products of leading technologies in the area of transportation (such as high-speed railway, metro), special rescue, space flight and aviation, etc. Therefore, as Chief Representative Officer of China, I could make more contributions to the company with my voice being valued and respected. In return, in this medium-sized company, I will feel more encouraged to implement my ideas. In the future, I hope to gradually enlarge my team and build a branch here in China, focusing on introducing high-tech materials into China market and building bridges between local private businesses and oversea companies.



欲变未来
先变其身

A SUSTAINABLE
WAY OF LIFE

行业
咨询
INDUSTRY
Consulting

标签
培训教练
TAGs
Coaching



马海宏 MA Aileen

上海交通大学 - 法国凯致商学院
国际在职 MBA 2011 级
前雅高酒店集团大中华区可持续发展经理
培颂能 (中国) 合伙人

SJTU-KEDGE
Global MBA 2011 Intake
Former AccorHotels Greater China Sustainability Manager
Persona China Partner

凯致之于我

在选择 MBA 项目的时候, 我十分看重项目的国际化程度, 包括国际化的课程设置、专业的全球化导师和多元的学员网络, 这也是我最终选择上海交大 - KEDGE 国际 MBA 项目的原因。国际化的学习体验会为你打开视野, 从更广的角度去分析问题。课堂上的案例分析和讨论会是很大的挑战, 但来自不同文化、不同行业、不同管理层的观点碰撞会帮助你跳出固有思维, 站在整个企业的高度做出判断。除了职业发展, MBA 的学习还让我认识了一群志同道合的跑友。就读期间, 我加入了 KEDGE 马赛马拉松俱乐部, 并与他们一同开启了全球马拉松之旅。这是 MBA 带给我人生的附加值, 让我走进了运动健康和公益的世界, 也正式开启了我个人可持续发展方面的思考和实践。

KEDGE IN MY MIND

In search of MBA programmes, I attached great importance to the internationalization of the programme, especially in terms of curriculum, professors and alumni network. And I found that the SJTU-KEDGE Global MBA was exactly what I was looking for. The International learning experience will open your eyes, lead you to analyze problems from a broader perspective. The case studies and discussions in class are a big challenge, but the opinions from different cultures, industries, management levels will help you to think out of the box with a full picture of the cases in question. In addition, the MBA study also introduced me to a group of like-minded running friends. I became a member of KEDGE Marathon club Masai Mara and started my marathon journey around the world with them. This is the added value of the MBA for my life. Masai Mara leads me into the world of sports, health and public welfare, and gives me inspirations on personal sustainable development.

我的职业选择

最初选择合规及可持续领域是基于自己大学所学的专业, 但坚持在这一领域深耕则是因为对这一概念的认同以及对行业发展趋势的看好。我曾先后担任全球最大的第三方公证机构 SGS 担任审核员和培训师、史泰博亚太区采购经理、全球领先的酒店管理集团之一的雅高酒店集团大中华区可持续发展经理, 现在是培颂能中国合伙人, 也是多个培颂能课程 (《韧劲测评报告》、《Emotional Capability》、《故事的力量》等) 的认证讲师。“可持续”是我整个职业生涯的核心, 也潜移默化地影响了我的个人生活。我始终坚信“欲变未来, 先变其身”的道理。现阶段, 作为职业讲师, 我希望借助故事的力量, 将自身的可持续经验分享给更多的人。

MY CAREER CHOICE

At first, I chose to work in the field of sustainability out of my major at university, while now, I continue to go deep into this field because of my recognition of the idea and the positive development trend of the industry. I successively worked as auditor and trainer at SGS, APAC sourcing manager at Staples and Sustainability Manager for Greater China at AccorHotels. Now I am Persona China Partner and work as Certified Tutor for a number of Persona courses (Resilience, Emotional Capability, Storytelling ...) "Sustainability" has been the core of my career and has had a great impact on my personal life. I always believe in the motto "Be the change you want to see in the future". Currently, as Certified Tutor, I would like to share my experience on the topic of sustainability with more people by means of storytelling.





从工科到金融的转型

CAREER TRANSITION FROM ENGINEERING TO FINANCE

INDUSTRY
Finance

行业
金融

TAGs
Investment advisor, Business Mentor

标签
投资顾问、商业讲师

魏建华 WEI Jianhua

法国凯致商学院 金融俱乐部 会长

President of KEDGE Finance Club

上海交通大学 - 法国凯致商学院
国际在职 MBA 2012 级

SJTU-KEDGE
Global MBA 2012 Intake

Uniqrich 家族办公室合伙人
Plasel 沙盘协会商业讲师

ED of Uniqrich Family Office
Plasel Trainer

凯致之于我

申请上海交大 - KEDGE 国际 MBA 项目的时候，我正处在一段迷茫期。除了对金融比较感兴趣之外，我不知道自己未来职业发展的具体方向在哪里。但在 MBA 学习过程中，我们的授课导师耐心地引导我，同时，我身边优秀的同学们也启发了我很多。我的职业生涯逐渐有了更加清晰的目标。随着 MBA 深入学习，我的工作开始更多地专注在金融投资及企业并购方向，顺利考取了两个重要的金融资格证书：CFA 和 FRM（全球风险管理方面的顶级国际权威认证），并且已经完成了 CQF（侧重数量金融工程）的考试并成为持证人。MBA 学习也培养了我良好的阅读习惯。我每天坚持阅读，每年都要阅读一打英文原版书籍，大部分都与金融相关。

KEDGE IN MY MIND

When I applied for the SJTU-KEDGE Global MBA, I was a bit lost. I did not know exactly the direction for future career development, except that I had the interest towards finance. However, following the learning process, the professors guided me, while my classmates inspired me a lot. I had progressively a clearer objective for the career path. It was after the MBA learning that I started to concentrate my work on finance investment and M&A. Besides, the MBA learning has put me on the path of additional professional certification training: CFA, FRM (Global Risk Management) and CQF (Quantitative Finance). Through MBA, I also develop a good reading habit: I read every day. Each year, I read more than a dozen of original English works, most of which in finance.

我的职业选择

我毕业于苏州大学，工程专业背景。在隆力奇（一家中国大型快消企业）开始了第一份工作，当时负责市场营销。正是在那段时间里，我开始接触公司金融。工作之余，我对股票和债券市场的学习、研究和投资产生了极大兴趣，并逐渐将这一兴趣发展为自己的职业，也就是我现在的事业。通过 MBA 的学习，我开始更多地专注金融投资及企业并购，也对金融理论研究有了更加浓厚的兴趣。接下来我将致力于研究量化和人工智能在资产管理方面的运用，也打算将剩余的职业生涯聚焦在资产管理领域和商业讲师的工作中。

MY CAREER CHOICE

Graduated from Suzhou University with an engineering background, I first worked at Longrich (a large Chinese local FMCG company) as a marketer. It was during that time I got to know about business finance. After work, I become extremely interested in the learning, research and investment of the stock and bond markets, which became my interest and now my career. Through the MBA study, I started to concentrate my work on finance investment and M&A and became more interested in the study of finance theories. In the following years, I will settle down to the learning and research of the application of quantification and artificial intelligence in assets management while focusing my career on assets management and business mentor.



延伸阅读
EXTENDED
READING



中文



EN



跨界田忌赛马
传统行业的革新之路

CROSS-BORDER
INNOVATIONS
IN TRADITIONAL
INDUSTRIES

INDUSTRY
Advertisement

行业
广告

TAGs

标签

Digital Marketing, Intelligent Exhibition

数字营销、智慧会展

徐承浩 XU Philippe

上海交通大学 - 法国凯致商学院
国际在职 MBA 2011 级

上海国启广告有限公司
董事总经理

SJTU-KEDGE
Global MBA 2011 Intake

STS Advertising Co., Ltd.
Managing Director

凯致之于我

法国凯致商学院在商科方面的全球排名和认证方面有口皆碑，加之我对法国文化的欣赏和认同，这个项目可以说不二的选择。2 年的 MBA 学习不仅让自己对整个企业和市场有了更深的理解，而且掌握了诸多从全局发展的角度来制定战略、领导团队和管理企业的知识与技巧。与来自各自行业的精英交流，也更细致高效地了解不同行业的现状和发展趋势，课堂上建立的友谊也意味着更具信赖感的商业合作机遇。印象最深的当属有关创业创新的课程。从战略规划到项目落地的方方面面，课程为创业奠定了良好基础，也让自己从更高层面看待职业发展，确定了后期目标——凭借自身的互联网营销优势，帮助传统企业实现转型和升级。

KEDGE IN MY MIND

KEDGE Business School is reputed for its business studies regarding its global ranking and international accreditations. With my appreciation of French culture, I can think of no better choice than this programme. Through the 2-year MBA study, I got a deeper and holistic understanding of business and market. I learned much theoretical knowledge and practical skills about how to make strategies and lead a team, a department, even the whole company. The exchanges with other participants – elites from various industries – also gave opportunities to be informed of the latest trends of different industries in a very efficient way. Moreover, the relationship built in class means more reliable business cooperation possibilities in the future. Most importantly, the course on innovation and entrepreneurship, covering almost all steps of business creation, had laid a solid foundation for my entrepreneurial project and helped fix my career objective - making use of cross-border advantages in internet marketing to play a part in the transformation and upgrading of traditional industries.

我的职业选择

多年来，我专注互联网广告，深入了解会展行业，对利用新兴技术改造传统行业，助其完成数字化转型及商业模式创新有着较为深刻的理解。我看好会展经济二次发酵的潜力，不仅是因为熟悉会展行业，更是基于一种对 5G 技术将引发的颠覆性变革的判断和对国内会展市场发展的信心。互联网出现了 20 多年，会展行业的数字化信息化程度却一直处于落后和初级的生态，主要还是囿于硬件环境和场所限制。5G 技术带来的数据传输质变将革命性地突破这些限制，极速推进虚拟化进程。凭借自身的互联网营销优势，我期待将新兴技术和营销整合，加载于会展这个传统行业，实现跨界的田忌赛马，在智慧会展的竞技场中占据一席之地。

MY CAREER CHOICE

Well experienced in the field of internet advertising and exhibition industry, I have developed an in-depth understanding of new technologies application in the digital transformation and business model innovation of traditional industries. I believe in the potential boom of exhibition economy in the future, not only because I know the industry, but also, I have confidence in the revolutionary changes that 5G technology will make and the dynamic development of the domestic exhibition market. The internet has developed over 20 years, while in exhibition industry, almost absent are the changes on informatization and digitalization it has made to other traditional industries, mainly due to the facilities and site limitations. With the development of 5G, the qualitative evolution of data transmission will break the limits and push forward the application of virtualization at an incredible speed. I expect to integrate the latest technologies and marketing expertise into the traditional exhibition industry and make optimal use of my cross-border advantages to occupy a leading place in the playing field of Intelligent Exhibition.





精英女性的
幸福成功学

A BUSINESSWOMAN'S ROAD TO SUCCESS

行业
体育、进出口贸易、金融

INDUSTRY
Sports, Import-Export, Finance

标签
创业、投资

TAGs
Entrepreneurship, Investment

袁莉莉 YUAN Lilly

上海交通大学 - 法国凯致商学院
EMBA 2011 级

SJTU-KEDGE
EMBA 2011 Intake

悦跑 Cooljogging 创始人
钢材进出口公司创始人
多产业投资人

Founder of Cooljogging
Founder of Steel Import and Export Company
Multi-industry investor

凯致之于我

当我产生去读 EMBA 的想法时，我先生非常鼓励我。为了能更好地融入他的法国文化，我选择了上海交法和法国凯致商学院合办的 EMBA 项目。跨文化的教学模式及丰富多样的课堂案例分析，让我直面中西方不同的商业操作模式、不同的管理理念和管理方式。KEDGE 提供了一个非常好的平台，让学员去思考这些商业概念。通过案例分析与课堂讨论，教授们让我们对不同企业的经营方式有了更深层次的理解：知道别人是怎么成功的，同时也从失败的案例中知道如何去避免类似情况。同时，课堂内外与同学们的交流与分享，也让我对不同行业和职能有了更好的理解，从而有了开设新公司的想法。

KEDGE IN MY MIND

When the idea of attending an EMBA programme flashed, my husband encouraged me to go for it. In order to better integrate into French culture, I chose the EMBA co-delivered by SJTU and KEDGE. Its cross-cultural teaching model and diverse case studies familiarized me with different business models, management philosophies and styles across Eastern and Western companies. KEDGE is a useful platform for participants to mull over these business concepts. The professors' case analysis and class discussions allowed me to have a deeper understanding of the operational practices of different businesses: I got to know their success factors and learnt how to avoid the same mistakes that the firms used for case studies had made. Meanwhile, by exchanging ideas with classmates in and out of class enabled me to know more about different industries and functions. And that's where the idea of starting a new business came from.

我的职业选择

2003 年创建钢材进出口公司，经过 15 年的悉心经营，公司产品远销欧洲和非洲。EMBA 项目毕业之后，于 2016 年 8 月创建运动服装公司——“悦跑 Cooljogging”。这家 B2B 企业以生产及销售英国专业运动装备为主，包括跑步、骑行、瑜伽等运动领域的专业装备，基于互联网平台开展市场营销活动，目前已有 300 万营业额。作为投资人，已经投资了多家公司，现在每年新投一至两家公司。接下来，计划投资一个 HR 在线平台、一家大数据公司和一家视频公司。此外，我个人非常喜欢美食，计划开一家高端日料店。个人投资公司时会主要考虑三个因素：公司的核心竞争力，公司是否有好的项目，公司是否有技术含量。

MY CAREER CHOICE

In 2003, I founded a steel import and export business, whose products are now exported to Europe and Africa after 15 years of operations. After obtaining my EMBA degree, I founded Cooljogging in August 2016, a B2B sportswear company focusing on the online sales of specialized sports outfits made in UK for jogging, cycling and yoga, among others. So far, it has a sales revenue of 3 million RMB. As investor, I have invested in a number of businesses, at a rate of one to two per year. Next, I plan to invest in an online HR agency, a big data company and a video-streaming business. Additionally, as I am a big fan of gourmet, I want to open a high-end Japanese restaurant. Before making an investment, I often look at three factors of a company: its core competences, availability of profitable projects, and technological competitiveness of its offerings.



延伸阅读
EXTENDED
READING



中文



EN

探求着眼未来的
商业之“道”

PURSuing
A BUSINESS
DISCERNMENT

行业
咨询

INDUSTRY
Consulting

标签

供应链, 企业信用风险管理

TAGs

Supply Chain, Business Credit Risk Management

张小庆 ZHANG Ariel

法国凯致商学院 智慧链俱乐部 会长

上海交通大学 - 法国凯致商学院
国际在职 MBA 2017 级

华夏邓白氏
解决方案总监

President of KEDGE Supply Chain Club

SJTU-KEDGE
Global MBA 2017 Intake

Huaxia Dun & Bradstreet
Solution Director

凯致之于我

在给企业提供切实有效的解决方案时，除了对企业本身要有深刻的了解，还要具备战略眼光，能够作出前瞻性的判断。抱着这个目的，我报读了上海交大 - KEDGE 国际 MBA 项目。回顾 2 年的 MBA 学习，我认为项目值得称道的除了国际化的教授团队，还有对学员战略思维的培养。项目的课程内容挑选的都是全球最新的商业案例，探讨的是未来 5-10 年的行业前景。教授给到工具和可能的思考维度，具体的决策判断则留给学员自己琢磨。从长远来看，着眼未来的“战略”，比针对眼前的“战术”更有价值。今年的全球疫情也更加凸显了这种着眼未来的商业之道的价值。

KEDGE IN MY MIND

In business consulting, in addition to an intensive study of the company, the ability of looking into the future and making foresighted decisions is also indispensable in providing clients with effective solutions. To develop the ability, I applied for the SJTU-KEDGE Global MBA programme. Recalling the 2-year MBA study, I really appreciate the highly international faculty and the strategic thinking it helps to develop. The cases studies are all selected from the latest and representative ones in the business world, targeting the industry prospects for the next 5-10 years. Professors share advanced analytical tools and thinking perspectives, while the decision-making is left to the participants themselves. To look in the long run, mastering the skills to develop future-oriented "strategies" is more valuable than equipping oneself with the prevalent "tactics". The pandemic caused by Covid-19 also underscores the value of this future-oriented business discernment.

我的职业选择

10 年前，我告别从业多年的供应链管理，进入商业咨询领域。引发这一转变的是供应链工作者普遍会遇到的问题——原本被认为是高效且合规的供应链管理，在产品投入市场之后，常常因为市场竞争力与产品利润原因成为运营方面的瓶颈。于是，我转向了商业咨询。这样的转变不仅可以拓宽我对不同行业供应链策略的认知，也可以让自己沉浸在企业的真实工作场景，验证不同供应链设计，而且还能接触到企业高层，了解企业的未来规划，更好地理解、布局供应链，让供应链创造的价值最大化。可以说，商业咨询的工作让我从主要关注“战术”的执行者，蜕变成为了能够从企业“战略”出发，再布局供应链的规划者。

MY CAREER CHOICE

10 years ago, I made my career transition from supply chain management to business consulting. The transition was triggered by a common problem for supply chain practitioners: an efficient and compliant supply chain management often becomes a bottleneck in operation, due to the market competitiveness and product profitability, after it has been put on the market. So, I started working in the field of business consulting. The transition not only enriched my knowledge of supply chain strategies of different industries, but also connected me with top management who decides the future of the company. With a comprehensive understanding of the corporate vision and planning, better supply chain solutions were developed and thus maximized was the business value it may generate. As a result, from a task performer focused on "tactics", I have now become a business planner capable of overall business arrangement from the perspective of "strategies".



延伸阅读
EXTENDED
READING



中文



EN



从“医者”到“创客”
忠于初心 方有坚持

FROM DOCTOR
TO ENTREPRENEUR

INDUSTRY
Medical

行业
医疗

TAGs
First-Aid, Healthcare Solutions

标签
急救、健康解决方案

赵驿 ZHAO Shawn

上海交通大学 - 法国凯致商学院
国际在职 MBA 2011 级

合恩医疗
创始人兼 CEO

SJTU-KEDGE
Global MBA 2011 Intake

Hegrace Co.,Ltd.
Founder & CEO

凯致之于我

在 MBA 项目的选择上，这个 MBA 项目在人群年龄层和从业经验方面的资深程度都更符合自己的需求。以中高层为主的学员普遍具有鲜明的个人观点，在案例研究和课堂讨论中都更能激发自己的思考，彼此之间产生积极高效的碰撞。再者，现代商业逻辑始于西方，就读这一国际化项目能帮助自己与国际接轨，拓展自己的国际人脉。2013 年，我顺利毕业，并荣获“KEDGE Award”优秀毕业生奖，2 年后便开启自己的创业之旅。这一段 MBA 的学习经历不仅帮助自己开阔了眼界，培养了决断力和自信心，也让我在实际的销售和运营等管理方面得到了全面的提升，为后期的创业打下了坚实基础。

KEDGE IN MY MIND

As the average age and working experience of its participants corresponded well to what I was looking for, the SJTU-KEDGE MBA programme was a more suitable choice for me. The participants are mainly senior management professionals, they generally have distinct and clear personal views. And that could really help in inspiring new ideas during the case studies and discussions in class. In addition, I believe that modern business philosophy originates in the West. Studying in this programme could get me connected with a bigger world and help to build my international network. Entitled to the "KEDGE Award" for outstanding participants, I graduated in 2013 and started my entrepreneurial journey two years later. The MBA study expanded my horizons and also gave me determination and confidence. I also gained a comprehensive improvement in practical management such as sales and operation, which laid a solid foundation for the creation of my own business.

我的职业选择

在中国，心血管疾病人群超过 3 亿，心脏骤停频繁发生，存活率不到 1%，每年猝死达到 50 多万人。社会公众参与急救是提升存活率的最为有效路径。互联网时代，科技也必将赋能，提升效率。我在医疗行业从业近 20 年，对生命有着特殊的情怀和深刻的理解。我们考察国际市场、探访国内外知名机构，最终确定了合恩的方向：专注于公众急救领域；合恩的使命：让心脏骤停存活成为常态。通过几年的发展，合恩已经成为行业的龙头企业，在互联网 + 物联网的科技布局方面领先于同行，在市场份额上面也是一直独秀。未来 3-5 年，合恩力争将服务更多的人群，挽救更多的生命，并且实现科创板上市。

MY CAREER CHOICE

In China, there are more than 300 million people with cardiovascular disease. Sudden cardiac arrest is quite frequent while the survival rate is less than 1%, which cause the death of more than 500 thousand people per year. Public participation in first aid is the most effective way to improve the survival rate. In the Internet age, technology will also provide a strong boost. I have been working in the medical industry for nearly 20 years and have a special feeling for saving people's life. We observed the global market, visited well-known domestic and international institutions, and finally set the direction of Hegrace: focusing on the field of public first aid. After years of development, Hegrace has become one of the industry's leading enterprises with a significant market share, building up a commanding lead in the area of the combination of Internet and Internet of Things. In the next 3-5 years, Hegrace aims to provide service to more people, save more lives, and strive to be listed on the SSE STAR Market.





不论曾经
只论“下一步”

ALWAYS KEEP
A FORWARD-LOOKING
ATTITUDE

INDUSTRY 行业
Food 食品
TAGs 标签
IT 信息技术

郑琦 ZHENG Tony

法国凯致商学院 数字俱乐部 会长

上海交通大学 - 法国凯致商学院
国际在职 MBA 2009 级

前 Amer Sports 亚太区 CIO
JBS Swift 中国区首席信息官

President of KEDGE Digital Club

SJTU-KEDGE
Global MBA 2009 Intake

Former Amer Sports. APAC CIO
JBS Swift China CIO

凯致之于我

随着工作职位的转变，我对企业管理知识的需求不断增加，特别是在跨部门合作这样涉及企业整体运营的方面。于是，在公司的鼓励和支持下，我在 2009 年报读了上海交大 - KEDGE 国际 MBA。2 年的学习不仅让我掌握了系统的理论知识，也打开了我的思路，帮助我从多个维度了解企业的运营，从而更好地为我所负责的技术部门提供支持。此外，重回校园也让我遇到了许多来自各行各业的精英，建立了更加广阔的人脉网络，这对于后期的职业发展来说至关重要。

KEDGE IN MY MIND

Along with my position transitions, my need for knowledge of business management continued to grow, especially in cross-departmental cooperations where the overall operation of the company was involved. Therefore, with the support from my company, I applied for the SJTU-KEDGE Global MBA programme in 2009. The study provided me with systematic knowledge in business management and also reset my mindset. I started to face the challenges in a holistic perspective so as to better serve my own department. Besides, the go-back-to-school experience offered me a precious opportunity to get to know a number of great friends. They are all elites of the industry they're working for. And this broad network is critical for my further career development.

我的职业选择

当下数字化转型已经成为席卷全球的趋势，IT 部门也成为受企业数字化转型影响较大的部门。除了掌握最新的 IT 技术外，从业者还必须深入地了解业务发展需求，以此构建全面的知识储备。作为 IT 部门的负责人还要尽可能深入了解学习最新的科技。例如现在很多人都在讨论区块链，然而又有多少人说得清楚区块链如何帮助企业解决发展中的问题？除了必要的阅读外，走出办公室去和不同领域的技术服务商及专家沟通，也能帮助更深入地理解科技。在一个需要终身学习的时代，怀着开放的心态积极拥抱变化并甄选出能够真正帮助提高企业核心竞争力的方案，才是现在 IT 管理人员应有的素质。

MY CAREER CHOICE

Nowadays, as the digital transformation is sweeping the globe, the IT department has become one of the functions that are greatly influenced by the trend. Therefore, I believe that we practitioners should not only master the latest IT technologies but simultaneously look into the demands for business development to build up a comprehensive knowledge base. As IT head, I also exerted my great efforts to look into and learn the latest technology. For example, many people are talking about the blockchain, but how many can clearly explain how blockchain helps the enterprises to solve the problems? In addition to the daily reading, a better understanding of the technology can also be gained from going out of the office and communicating with the technical service vendors and experts of different fields. In an age of lifelong learning, the IT managers should have an open mind to actively embrace changes and the ability to pick up the good plans that can really help improve the core competitiveness of enterprises.





在改变中历练
在挑战中突破

ALWAYS STAY
OPEN TO NEW
CHALLENGES

INDUSTRY
Game

行业
游戏

TAGs

Government Relationships, Cultural & Creative

标签

政府关系、文创

朱颖 ZHU Tina

法国凯致商学院 创业俱乐部 会长

上海交通大学 - 法国凯致商学院
国际在职 MBA 2015 级

上海百家合信息技术发展有限公司
董秘 / 项目创始人之一

President of KEDGE Entrepreneurship Club

SJTU-KEDGE
Global MBA 2015 Intake

E-Home Entertainment Development Co., Ltd.
Secretary of Board of Directors / Project Co-founder

凯致之于我

上海交大 - KEDGE 国际 MBA 项目是一个国际化和多元化的项目。报读 MBA 项目的时候,正值 XBOX 引入中国,自己工作中经常遇到中西文化冲突引起的问题,这个项目帮助自己理解文化差异,学会全球化环境下的包容和沟通。此外,项目授课地点在上海交通大学徐汇校区,交通便利,可以在体验国际化教育的同时,兼顾忙碌的工作和家庭生活。最重要的是,除了系统地学习管理知识,项目还开设商业创新相关的专业及课程,符合文创领域(游戏产业)从业者的需求。对于当时正在负责与交大合作成立 XBOX 实验室的自己来说,也很有指导意义。

KEDGE IN MY MIND

The SJTU-KEDGE Global MBA is a programme of internationality and diversity. When I attended the programme, I was in charge of the project to bring Xbox to mainland China, I would very often face problems caused by culture clashes. This highly international programme enabled me to better understand cultural differences and be more tolerant and better at communication. In addition, the courses were delivered in the Xuhui Campus of Shanghai Jiao Tong University. With the convenient transportation, I experienced the international education while taking care of my job and family life at the same time. Most importantly, besides the management knowledge, the programme also offered innovation-related major and courses, which responded well to my career needs (I was working in the game industry and was in charge of the creation of Xbox Lab in partnership with SJTU).

我的职业选择

在百家合的工作让我接触并了解了文创产业。我见证了参与了微软游戏主机在中国的诞生与发展,作为项目的创始成员之一,获得了许多关于个人发展和商业经营的启发。这些启发鼓励了我将个人事业拓展至自己热爱的领域,在毕业之后的三年里,不断尝试在文化创意、人工智能、智慧文创等领域里进行深入的研究和发展,我希望将个人情怀和职业发展完美融合。希望在不断创新的过程中,能够在充满生命力的文创产业中有所作为。不仅是达到商业意义上的成功,更是给忙碌疲惫的当代都市人传达一种慢生活的智慧。

MY CAREER CHOICE

The work at E-Home opened the door of cultural and creative industries for me. I participated in the creation and development of Microsoft Xbox in China and gained many inspirations about personal development and business operations. Relying on what I have learned, I made up my mind to extend my career into the field that I love. In the three years after MBA graduation, I had been exploring cultural and creative industries and artificial intelligence, hoping to combine my personal passion with career development. In the process of a continual innovation, I hope to achieve something in the promising cultural and creative industries, not only a business success, but also a cultural impact by conveying a philosophy of slow-pace life to city dwellers.



NEW
KNOWLEDGE
NEW
SOLUTION

学者领袖
EURO-ASIA DBA



法国凯致商学院推出欧亚工商管理博士项目（EA-DBA）专为在商界驰骋多年并卓有建树的商业领袖打造，鼓励和引导其不断求索。项目学员拥有非凡职业成就，但仍保持开放、好奇、谦逊的心态，致力攀登学术高峰，突破自身商业难点，将商业新思想付诸实践。

THE KEDGE Euro-Asia DBA programme is designed to stimulate and guide enquiring minds of business leaders who have proven themselves on the front-lines of the world of commerce. After years of learning, maturing and reflecting on their careers, they are determined to transform their mindset from business practice and integrate academic research knowledge so as to give answers to the question, "What's next?" , with decisive confidence and conviction.



授人以鱼
不如授人以渔

KNOWLEDGE
IS THE BEST CHARITY

行业
咨询

INDUSTRY
Consulting

标签
品牌

TAGs
Branding

曹成 CAO Rodney

欧亚工商管理博士
品牌几何
创始人

EA-DBA Doctor
BrandVista
Founder

凯致之于我

我在 1999 年创办了国内首个专业品牌传播管理网站——品牌几何。多年运营下来，有产品、有人气、有收入，平台似乎运转得不错，但仍若有所失——可帮助的人并未如预期那般多，自己所期许的赋值性始终有限。愿景再宏大，若是不能找到方法到达，也是枉然，于是抱着寻找方法论的想法，我报读了欧亚工商管理博士项目。在探讨博士论文选题的时候，导师告诉我，论文选题不要太大，不要将自己想得太过，仿佛可以凭借一己之力建立一个放之四海而皆准的准则、解决所有问题。这番话促使我对已有事业加以审视：是不是将平台化思维收敛一下？意识到并不是每个人都有足够能量打造平台，我开始将所有力量往“品牌几何”走，聚焦品牌营销领域作垂直深化挖掘。

KEDGE IN MY MIND

In 1999, I founded the first professional brand communication management website in China - BrandVista. With products, popularity and profits, the platform seemed to be running well, however, I was not fully satisfied. The people that I can help were not as numerous as expected and the services I could deliver limited. A grand vision without feasibility is just a castle in the air. In pursuit of a methodology, I chose to apply for KEDGE EA-DBA programme. In writing the dissertation, my advisor emphasized that the topic should not be too vast. Don't overestimate oneself by thinking that one could come up with a theory that worked for everything and everyone. Those words enlightened me to review my business: should I take a step back on the platform thinking? Having realized that not everyone had such energy to build and run a platform, I decided to throw myself into the development of BrandVista, exclusively focusing on the field of brand marketing.

我的职业选择

撰写 EA-DBA 论文的同时，我开始了“再次创业”，即打造一个叫做“品牌几何米仓”营销智库。我认为未来的竞争更多是系统化、全方位的竞争，企业需要突破“人治”的局限，以更系统化的模型、方法论提高运营效率。企业营销人员往往会将过往职业经历投射到现有工作中去，不同经历产生不同思维、行为方式，导致共事时互相掣肘，不能形成合力。米仓要解决的正是这些问题。我将米仓的课程分成不同模块，再结合模块特点规整出体系化课程，构建可复制、推广的模型，既便于授课的标准化操作，也利于弥合营销人员之间的人为差异，提升企业效率与竞争力。如今，米仓的课程体系逐渐融合线上线下，辐射人群越来越广，更多营销人士在米仓的帮助下拥有了成体系、可持续的品牌营销能力。

MY CAREER CHOICE

I restarted an innovative business while writing the DBA dissertation by building the intellectual station on marketing "BrandVista Granary". To adapt themselves to the systematic and comprehensive competition in the future, enterprises need to go beyond "the rule of men" and improve operational efficiency with more systematic models and methodologies. The marketers in a company often project past experience into their actual work, which makes it difficult to work together. Those are the problems that "BrandVista Granary" tries to solve. Therefore, I divide the curriculum into different modules and then integrates the characteristics of each module to standardize the curriculum and build the models that can be reproduced. Now, "BrandVista Granary" gradually combines its online courses with offline activities, getting more people involved. The number of marketers with systematic and sustainable marketing ability keeps increasing with the help of the station.



DBA探索之旅： 企业社会责任与公司治理

DBA JOURNEY ON CSR AND CORPORATE GOVERNANCE



行业
咨询

INDUSTRY
Consulting

标签
组织架构优化

TAGs
Organizational Improvement

CONNER LouAnn

欧亚工商管理博士
SagaciousThink, LLC
创始人 & 首席执行官

EA-DBA Doctor
SagaciousThink, LLC
Founder & CEO

凯致之于我

我经营自己的咨询公司已有十多年了。而近些年，我一直在有意识地专注于更多的国际客户，我认为 DBA 是实现这一目标的关键因素。我希望获得国际院校的 DBA 博士学位，同时还希望在经营事业的同时攻读 DBA。当我发觉法国凯致商学院的 EA-DBA 项目给与欧亚市场的国际化视角和关注时，我知道“这就是我想要的！”入学以来，我都很满意。我非常钦佩项目学员们，我们来自不同的背景，有着不同的观念想法，因此我们之间的对话意义非凡。相比参与 DBA 之前，现在的我想得更远、更深。我感受到教授们对他们课题的热爱，以及对学员们想法的兴趣。在准备文献综述时，我的导师提供了很大的帮助。他让我能够专注于课题，并提供了许多宝贵建议，让我的综述更为扎实稳固。感谢 Ralf BARKEMEYER 教授，在他的指导下，我受益匪浅。

KEDGE IN MY MIND

I've run my own consulting company for over ten years. These last few years I've made a conscious effort to focus on more international clients and I felt that a DBA was a critical component to being successful in that pivot. I wanted to attend a DBA from an international university and get the DBA while I was still working. When I saw that international focus that KEDGE EA-DBA programme had with the Asian European slant, I thought "This is it!" So far, I am simply delighted. I have such admiration for the people in my cohort and I appreciate that we come from such different backgrounds and perspectives. I really look forward to our conversations. I come away feeling much smarter than when I entered the room. The teachers have all shown a love for their topics and a genuine interest in us. My advisor has been a huge help as I am working on my literature review, he keeps me focused and offers many valuable suggestions that my review is so much stronger as a result. Thank you, Pr. Ralf BARKEMEYER, I've learned so much already.

我的职业选择

我着重研究公司治理对于董事会在风险管理方面的影响。公司面临的许多风险都与企业社会责任相关，例如气候变化，因此这就是我关注企业社会责任的原因。对我而言，在帮助企业改善运营和协助其扩大规模这个方面，公司治理是一个自然的延伸，它体现的是我对董事会管理方面的兴趣。企业社会责任则与我每天需要处理的事务相关，两者密不可分。如果董事们确实是在追求更好的企业管理，他们就会考虑企业社会责任方面的风险。在过去的 6 年中，我曾在美国和菲律宾为 MBA 学员讲授企业社会责任相关的课程，这对企业而言是至关重要的。

MY CAREER CHOICE

My focus is on the impact corporate governance has on risk governance by boards of directors. Many risks companies face are CSR related such as climate change, so that is the tie back to CSR. For me corporate governance is a natural extension of what I do in helping companies improve their business operations and support their expansion efforts. The corporate governance addresses my interest in boards and the CSR focus is something I work with daily and see them as something you cannot easily tease apart. If directors are doing their jobs, they are looking at CSR risks. I've taught CSR to MBA students for the past 6 years in the US and the Philippines and believe it's a critical topic for business.



延伸阅读
EXTENDED
READING



中文



EN



与水打交道的人
做事要“柔情似水”

PEOPLE DEAL
WITH WATER
SHOULD BE
TENDER AS WATER

行业
公共水务

INDUSTRY
Public Water Supply

标签
企业改制

TAGs
SOE reforms

刘猛 LIU Meng

欧亚工商管理博士
联合水务有限公司
董事兼高级副总裁

EA-DBA Doctor
United Water Corporation
Board Director & Vice President

凯致之于我

为什么想继续深造?是为了解决工作中遇到的困惑,并不是为了搞社交;而之所以遇到困难,不是因为朋友不够多。既然有心想对工作中面临的问题作一些系统性、理论性的思考,那么更偏重学术研究的工商管理博士(DBA)无疑是更好的选择。刚开始读DBA的时候,自己与其他同学都有一个“通病”:总想建立一套放之四海而皆准的理论。在教授的一次次“打击”下,我也逐渐理性,将一开始设立的有关中国文化对企业、部门、团队的影响这一博大精深的研究主题缩小至更精细的立足点——民营水务企业收购国有自来水公司后,企业文化能在企业改制过程中起什么作用?——这个目前几乎尚未有人涉足的研究课题。

KEDGE IN MY MIND

Why chose to continue the studies? For me, it is to solve the puzzles encountered in work, instead of social networking as it is not the reason why the difficulties emerge and remain. Since I tried to make some systematic and theoretical considerations on the problems at work, the EA-DBA which put more emphasis on academic research was undoubtedly the ideal choice. At the beginning of my DBA, I encountered a "common problem" shared by my classmates: I always wanted to build a set of universal theories. After the "blow" of the professor, I became more rational, narrowed and refined the initially set up research topic about the influence of Chinese culture on enterprises, departments and teams to a more elaborate foothold -- When private water supply enterprises have purchased the SOEs, what role can the corporate culture play in the process of enterprise restructuring? - A research topic that has hardly been studied in so far.

我的职业选择

企业文化在企业中呈现很复杂的形态,作为领导者应当熟练运用不同形态的企业文化,最终为企业的总体目标服务。在国有企业改制中,我的团队就将重点放在下面五件事上:首先,职工的安置问题要做好。许多失败案例都是因为采用了“休克疗法”,直接让职工下岗,人心惶惶。其次,要在企业文化上下大力气。最好能从外到内较快地让员工看到变化。第三,要加大投入。许多老企业设备及管网陈旧,需要真金白银的投入。第四,要提升服务质量。在日常生活中点点滴滴地提升服务,我们这些与水打交道的人,为用户服务也该“柔情似水”。第五,要保障所在城市的经济社会发展。兼顾平衡经济效益与社会责任才能实现企业的持久发展。

MY CAREER CHOICE

Corporate culture presents a complex form in the enterprise. As leader, one should be proficient in using various forms of corporate culture in order to serve the overall goals of the company. In the reforms of SOEs, our team put emphasis on the following 5 things: First, the resettlement of employees must be done well. Many of the failure cases have adopted the "shock therapy", where all the employees were directly laid off and everyone was upset. Secondly, we must make great efforts on corporate culture. It's better for employees to quickly see changes both internally and externally. Thirdly, we must increase investment. Many old equipment and pipes are outdated and require investment. Fourthly, we must improve the quality of service, especially in daily life details. People who deal with water should also "be tender like water" with users. Fifthly, we must ensure social and economic development of the city. Economic efficiency and social responsibility should be balanced to achieve a sustainable development of the company.





以开放的心态
勇敢地拥抱变化

EMBRACE CHANGES
WITH AN OPEN MIND

行业 INDUSTRY
制造业 Manufacturing

标签 TAGs
汽车零部件 Auto Parts

盛洪 SHENG Hong

欧亚工商管理博士
爱柯迪股份有限公司
副董事长

EA-DBA Doctor
IKD CO., LTD.
Vice Chairman

凯致之于我

由于全球化战略的需要，公司下一步的并购目标主要在欧洲，选择到法国凯致商学院读 DBA 时就存了一些私心，希望借助学院在欧洲的人脉网络储备一些人才，但更多的还是为了一种自我的提高。我在制造业（主要是汽车零部件）工作了很多年，积累了很多具体工作经验，希望通过 DBA 的学习，深入地作一些学术研究，总结出方法论，将来能与人分享经验。还能去学校当老师、传道授业，帮助更多的人获得更高的成就，也给自己的人生有更多样的选择。

KEDGE IN MY MIND

In line with the current global strategy of the company which targets Europe as the next M&A destination, I chose to attend the EA-DBA programme of KEDGE, not only to recruit potential industry talents in the presence of the school's network in Europe, but also, more importantly, to strive for a continuous self-improvement. I've worked in the manufacturing industry (mainly in auto parts) for many years and have accumulated significant practical experience in this area. Through the DBA learning, I hope to carry out some in-depth academic researches and come to a methodology that I can share with others. With a solid basis integrating theory and practice, I will explore teaching and thus, helping more people to accomplish greater achievements.

我的职业选择

以前在外企工作时，很讲究级别待遇，并没有从企业持续发展的角度去考虑，转变为创业者后，更多地从股东、管理者的角度考虑每一个细节，出差坐经济舱、住经济型酒店反而觉着更单纯快乐。做职业经理人时，老板让做什么事便努力做好，尽量从老板或自己部门的角度考虑问题；自己创业后，则要对企业整体负责，带领团队前进，对员工、股东都要采取负责任的态度。这种心理上的转变，是自己创业以来最大的转变。如今的社会太物质化，不少人热衷走捷径、挣快钱，但太过物质化的心态，往往容易误导自己的职业生涯选择；为自己设定一个长远的目标，在做的过程中不断调整，秉持战略眼光，想清楚自己真正想要什么，反而可能获得更好的发展。

MY CAREER CHOICE

When I worked in foreign companies, instead of acting in the company's best interest, I paid more attention to my hierarchic positioning. Since running my own business, I consider all the details from a management view including my travel and mission expenses. Comfortable with travelling in economy class and staying in budget hotel, now I feel more relaxed and happier. When you work as a professional manager, you only need to comply with your boss's order and consider your department's interest. But when you become an entrepreneur, you have to make sound business decisions and be responsible for all the employees and shareholders. This psychological transition is the biggest change I've experienced in entrepreneurial activities. Today's world is predominated by the worship of money. Many are crazy about taking shortcuts and making quick money. However, people with this mentality tend to forget their original intention and be misled in their career life. My suggestion is to set a long-term goal and adjust in the process. You will have a better development with a strategic vision while following your heart's values.





做事一定要掌握方法论

IT IS NECESSARY
TO MASTER
THE METHODOLOGY

行业
金融投资

INDUSTRY
Financial Investment

标签
产融整合、互联网

TAGs
Integration of Industry and Finance, Internet

周华龙 ZHOU Hualong

欧亚工商管理博士
东和昌集团
董事长

EA-DBA Doctor
DHC Holding Group
Chairman

凯致之于我

我对产融互联网一直很感兴趣，也有一定的研究。就读法国凯致商学院欧亚工商管理博士项目给予了我方法论的支撑，也让我理清思路，将关注点锁定在探究中国产融互联网商业模式创新趋势。对于淘宝、京东这样的巨头，我将它们归属于消费互联网的范畴，这些平台进行了横向的产业链整合，提供了丰富的选择性，信息传播即时快速，比起传统的超市卖场，一下就提高了客户黏度。但是这样的平台主要解决衣食住行的问题，要助力产业发展，还需要更为专业的产业互联网平台。这类平台通过纵向的产业链整合，缩短节点，打平销售价格，最终产生溢出效应。虽然相对受众较狭窄，但这类平台需要一定的专业底蕴，相信最终各个细分领域会出现各自的巨头。

KEDGE IN MY MIND

I've always been interested in internet platforms and integration of industry and finance. With KEDGE EA-DBA programme, I came up with the methodology and started to focus on exploring the innovation trend of China's industrial and financial business model of Internet. For giants like Taobao & Jingdong, I attributed them to the category of consumer-oriented Internet. They have integrated horizontal industrial chains, providing rich selectivity and quicker information than traditional supermarkets or stores, thus increasing customers' engagement. However, such platforms mainly operate in the FMCG, travel and real estate sectors. To help boost the industrial development, we need more industrial focus Internet platforms. Through vertical industry chain integration, these platforms could shorten the nodes, level the sales price, and ultimately generate spillover effects. Though relatively narrow compared to consumer Internet platforms, they also require professional knowledge and skills. Eventually, giant players will emerge.

我的职业选择

在工作上，我是个言必谈“方法论”的人，在我看来，做事一定要掌握方法论，按方法论做事则成功是必然的、失败是偶然的。我的方法论的核心内容之一是：过时的事不要去做，一定要看明白社会发展所处的阶段、所要解决的问题，去做顺应时代趋势的事。比如当下，文化产业受益于国家支持、人民需要，时代也到了发展的阶段，已经呈现很清晰的“风口”，是可以有所作为的领域。但是行业内的专业人士往往缺少商业思维和市场意识，运营的一些项目因为商业模式太单一，结果以亏本告终，所以跨界正是对这一领域进行有效整合的方式之一。核心 IP 及商业价值的跨界融合，核心 IP 在全产业链的商业运用，综合性跨界整合将产生新的细分领域，这些领域往往就是“蓝海”。

MY CAREER CHOICE

As far as career is concerned, I believe it is necessary to master the methodology. Success in terms of methodology is inevitable, while failure is accidental. One of the core contents of my methodology is: avoid doing outdated things, understand the stage of social development and problems which need to be solved, and conform to the trend of the times. For example, currently, the cultural industry has benefited from state support, people's demand, and the time for wider development has come. It is a domain that can make a difference. However, professionals in the industry often lack business thinking and market awareness. Some of the operating projects have ended up losing money because of single business model. That's why we need cross-border integration. The cross-border integration of core IP and business value, the commercial application of core IP in the whole industry chain, in the progress of cross-border integration, will give rise to "blue oceans".



延伸阅读
EXTENDED
READING



中文



EN

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.



年度晚宴
ANNUAL
GALA



企业参访 COMPANY VISIT

→
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



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



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



绿叶生命科学:
医药创新与国际化之路
Luye Life Sciences



2018 2019 2020

→
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



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



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



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



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

Club Med
发展建设部
Development & Construction
Club Med



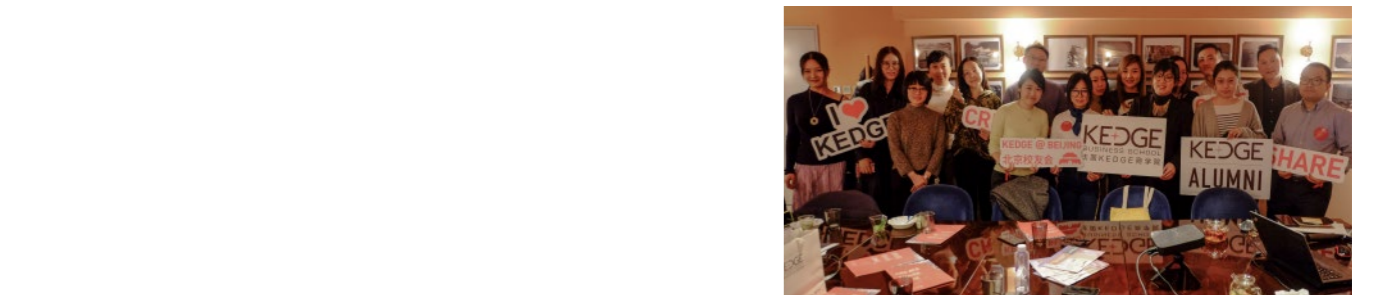
北京校友会 会长
PRESIDENT

**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



2019.3

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



2018.3

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



2019.3

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



2018.6

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



2019.5

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



延伸阅读
EXTENDED
READING



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

上海交通大学 - 法国凯致商学院
国际在职 MBA 2017 级
SJTU - KEDGE
Global MBA 2017 Intake

+86 158 0190 3668



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



最新活动
LATEST
EVENT



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、关系网络的拓展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, 推动中国健康产业的创新与发展。

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

上海交通大学 - 法国凯致商学院
国际在职 MBA 2013 级
SJTU - KEDGE
Global MBA 2013 Intake

lirenwei@yunggaho.com



→
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 - 提纲领”峰会
Health & Sports Summit



最新活动
LATEST
EVENT



创业俱乐部
ENTREPRENEURSHIP CLUB

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

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

✉
tina801124@gmail.com

→
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



最新活动
LATEST
EVENT



数字俱乐部
DIGITAL CLUB

DIGITAL CLUB



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

上海交通大学 - 法国凯致商学院
国际在职 MBA 2009 级
SJTU - KEDGE
Global MBA 2009 Intake

✉
tonylooks@gmail.com

→
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



金融俱乐部
FINANCE CLUB



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

上海交通大学 - 法国凯致商学院
国际在职 MBA 2012 级
SJTU - KEDGE
Global MBA 2012 Intake

✉
tcweijh@yeah.net

- 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



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 及本硕博项目校友群体及 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

上海交通大学 - 法国凯致商学院
国际在职 MBA 2018 级
SJTU - KEDGE
Global MBA 2018 Intake

✉
584884965@qq.com

- 2019.11
“性格觉察和面试技巧”工作坊
Workshop
- MBTI test and interview skills
- 2019.3
“职业生涯发展规划”分享会
Sharing Session
- Career development planning



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 KEDGErs with the cutting-edge automotive information and appreciate the charm of automobiles and technology!



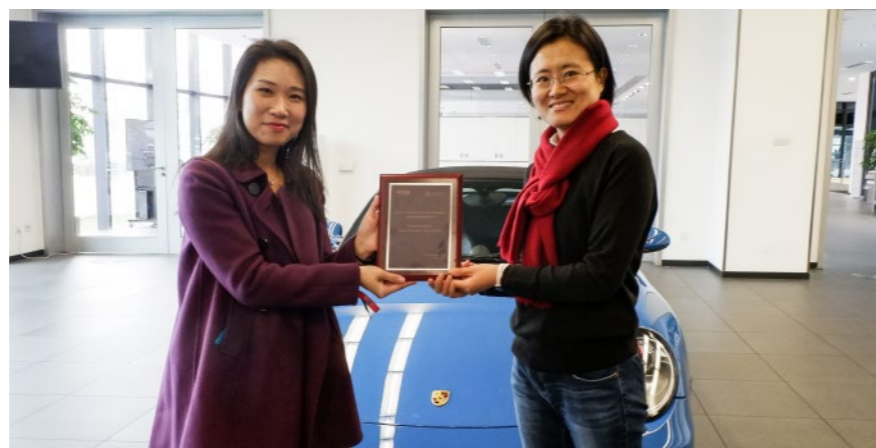
俱乐部会长
Club President
-
洪嫣
HONG Grace

上海交通大学 - 法国凯致商学院
国际在职 MBA 2018 级
SJTU - KEDGE
Global MBA 2018 Intake

✉
graceryh98@163.com

→
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
-
曹锦东
CAO Jindong

上海交通大学 - 法国凯致商学院
国际在职 MBA 2012 级
SJTU - KEDGE
Global MBA 2012 Intake

✉
8473507@qq.com

→
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

上海交通大学 - 法国凯致商学院
国际在职 MBA 2014 级
SJTU - KEDGE
Global MBA 2014 Intake

✉
375323015@qq.com

→
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

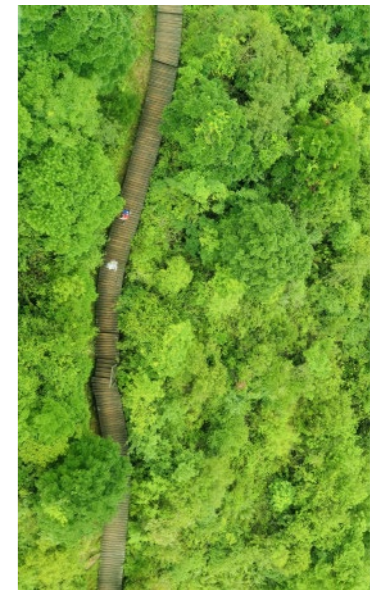
赵明
ZHAO Ivan

上海交通大学 - 法国凯致商学院
国际在职 MBA 2012 级
SJTU - KEDGE
Global MBA 2012 Intake

✉
6866331@qq.com

→
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



最新活动
LATEST
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, 汇集了全球各个行业 (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.).

70,000+
全球毕业生
WORLDWIDE GRADUATES

200+
年均校友活动
YEARLY EVENTS

100+
全球分会
GLOBAL BRANCHES

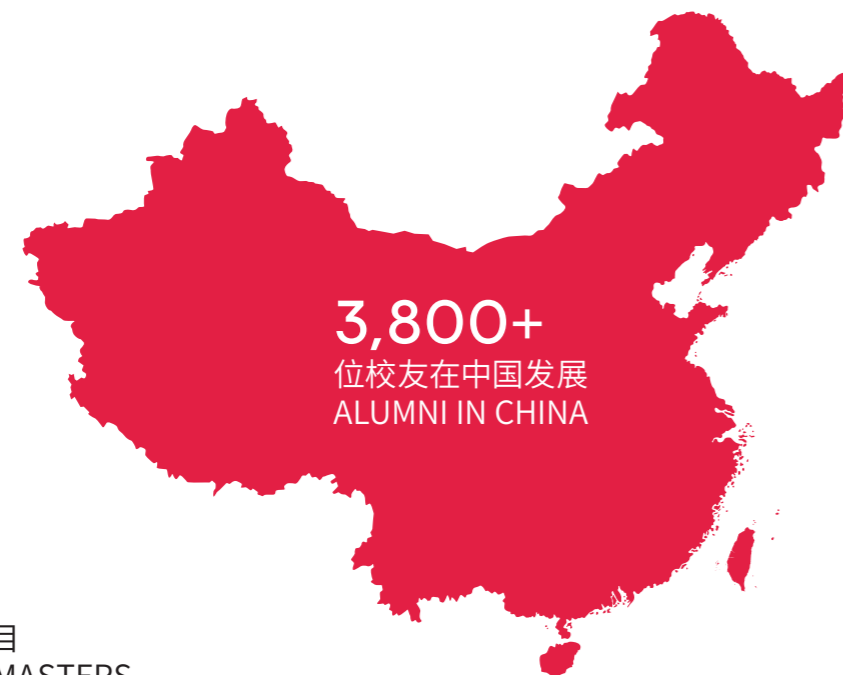
2,000+
合作企业
CORPORATE PARTNERS

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 3,800 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 3,800 Chinese and international alumni living and working in China.

1,100
国际MBA项目
GLOBAL MBA

75
欧亚工商管理
博士项目
EA-DBA



2,388
本科 & 硕士项目
BACHELOR & MASTERS

266
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



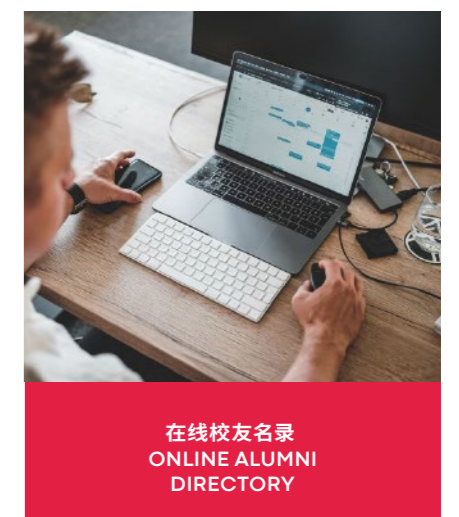
地区人脉网络
REGIONAL
LIAISONS



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 with will renew your knowledge, life your competencies and grow your career both on your own and with your peers.

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。2020 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 18 年。同年，在苏州，和中国人民大学合作的中法学院庆祝其成立 10 周年；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二届本科新生

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 2020 marks our 18th year cooperation with Shanghai Jiao Tong University. The same year, in Suzhou, the Sino-French Institute with Renmin University of China has celebrated its 10th year. In Shanghai, the Sino-French Institute with China Central Academy of Arts has welcomed its 2nd 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).



上海

2002 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 2002 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准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

70,000

名全球毕业生
ALUMNI

192

位长期教授 (其中44%为国际教授, 来自30个国家)
PERMANENT FACULTY MEMBERS
(44% 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

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8 全欧洲排名第34

KEDGE RANKS 8TH AMONG
FRENCH BUSINESS SCHOOLS
KEDGE RANKS 34TH AMONG
EUROPEAN BUSINESS SCHOOLS

2020《金融时报》/ Financial Times 2020



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41

SJTU-KEDGE GLOBAL MBA RANKS
41ST WORLDWIDE

2020《金融时报》/ Financial Times 2020



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



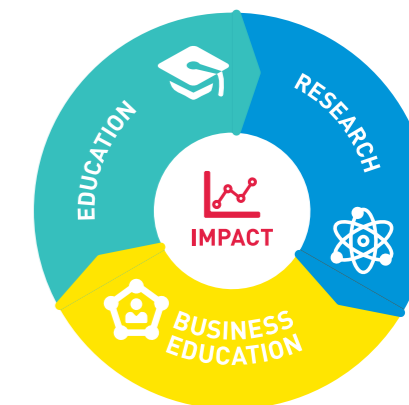
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创意产业与文化

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。



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万玲琳
WAN Linglin

市场营销及校友关系经理
法国凯致商学院 上海校区

Marketing & Alumni
Relationship Manager
KEDGE Business School
Shanghai Campus

+86 21 8023 8533

Linglin.wan@kedgbs.com

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AN OPEN
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STARTS
WITH AN
OPEN MIND

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BEING
READY

YOUR
VALUES
ARE YOUR
BIGGEST
ASSET

THE RIGHT
DIRECTION
IS YOUR
DIRECTION

TECHNO-
LOGY
STARTS
WITH
HUMANS

NO BRAIN,
NO GAIN

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