

APPOINTMENT

Lionel Sitz is appointed Director of the *Grande Ecole* Program of emlyon business school

Academic Director of the Executive MBA and marketing professor, Lionel Sitz is appointed Director of the *Grande Ecole* Program of **emlyon** business school following Sylvie Jean. He will thereby join the Executive Committee of emlyon.

Lionel Sitz knows the *Grande Ecole* Program well enough to have managed it in 2019 and 2020, and to have taught in it for over 15 years. He will continue to roll out the strategic approach of the new program model implemented in 2022, based on:

- the reinforcement of the preparatory classes' continuum including teachings in social sciences, political sciences and digital creation as early as the first year,
- the balance between the flexibility in choosing courses and advanced specialization tracks in master 1 and master 2,
- valuing the social and civic commitment of students, along with their activities in sports, arts, culture and politics.
- providing a wider range of electives, exchange terms and hybrid double degrees with our partners, and notably, with the implementation next year, of seminars with the *Cours Florent*, to improve verbal and gestural skills of future managers and directors.

Doctor Accredited to Direct Research in management sciences (2013, Université Paris Est), Lionel Sitz graduated from the IEP Strasbourg, with a Doctorate in management sciences (2006, Université Paris 12) and a Master's degree in management sciences (2003, Université Paris 12-ESCP-Centrale Paris).

*Lionel Sitz is specialized in cultural approach of consumption and branding. He entered **emlyon** business school after his doctorate and developed teachings in various programs. With a passion for higher education and research, Lionel has contributed to many reform commissions for the *Grande Ecole* Program and the MBAs, and the structuring of the Global BBA in 2014. Since 2014, in addition to his teaching, he has held many management positions at **emlyon** business school including a research center, the marketing faculty team, the interim management followed by the vice-management of the *Grande Ecole* Program (in charge of pedagogical innovation, double degrees, international exchanges, budget and Faculty relations).*

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For Lionel Sitz: *“It is with great honor and humility that I am taking the management of the Grande Ecole Program of **emlyon** business school. I am happy and very much looking forward to contributing along with the students, professors, colleagues and teams, to the success of this program. We shall work together to persevere and develop an inclusive learning environment, innovative and promoting everyone’s successful achievements, nurtured by the research works of the School’s permanent Faculty.*

I am so excited by the idea to take up such an adventure and prolong and expand the beautiful dynamic of this flagship program.”

For Isabelle Huault, Executive President and Dean of emlyon business school: *“I wish Lionel Sitz, all the very best in his new endeavors as Director of the Grande Ecole Program, such an important mission for the dynamic of **emlyon** business school. To achieve the ambitions laid out in our strategic plan, the quality of the management team is essential, and the experience of Lionel Sitz will be a significant asset for the School. I want to also thank Sylvie Jean for the work achieved by our side over the past years.”*

About emlyon business school:

Founded in 1872 by the Lyon CCI, emlyon business school has an enrollment of 9,020 students of 125 nationalities over 6 campuses worldwide (Lyon-Ecully, Saint-Etienne, Shanghai, Paris, Bhubaneswar and Mumbai). emlyon draws on a Faculty of 172 international professors and researchers, and a network of 190 global academic partners, to provide learning tracks of excellence opened to the world. emlyon runs a community of 38,600 alumni spread out in 130 countries. As a Société à Mission since July 2021, emlyon’s raison d’être consists in: *“providing life-long training and support to meaningful individuals able to transform organizations, for a fairer society, with more solidarity and respect for the planet.”* In its early makers pedagogy, action and reflection are closely intertwined. Skill hybridization and social responsibility are at the heart of its training programs, where the best of both socio-economic and academic worlds meet.

www.em-lyon.com

Press contacts:

KBZ Corporate for emlyon:

Laurence Martin - lmartin@kbzcorporate.com - 06 47 69 85 99

Karine Zimeray - kzimeray@kbzcorporate.com - 06 09 15 65 14