

## emlyon alumni awards 2025: five exceptional journeys honored

Lyon, December 2025. On November 29, during the emlyon alumni connect – Back to School event, the emlyon community celebrated the 5th edition of the emlyon alumni awards. These distinctions highlight graduates whose paths embody the values and mission of the School: to educate and support enlightened individuals throughout their lives who transform organizations effectively for a fairer, more supportive, and environmentally respectful society.

### Five categories to reflect the diversity of talents

emlyon business school relies on the strength of a network of 48,000 alumni in 130 countries that support the success and professional integration of its students (recruitment, mentorship, advice, donations to the emlyon Foundation...) and the School's development projects (international outreach, conferences, workshops, interventions...).

On the occasion of the emlyon alumni connect event, the School shines a spotlight each year on alumni profiles that embody exceptional journeys recognized by their peers, in different categories. Thus, at the end of November 2025, five awards were presented:

#### Leader Award: Maxime Aiach (PGE85)



Founder of Domia Group (Academia, Shiva, Nos Aimés), Maxime Aiach has transformed personal services by creating an innovative agency model and contributing to the evolution of legislation (Instant Tax Credit). His group generates nearly €800 million in revenue, employs 2,000 employees, and serves 300,000 clients. Academia has become the national educational reference, Shiva the leader in home cleaning, and Nos Aimés a committed player for the elderly. Maxime Aiach embodies the idea that a commitment to quality, growth, and equity can go

hand in hand. *"emlyon prepared me to face the challenges of economic and*

*entrepreneurial life, thanks to a high-quality intellectual background, and it is an honor for me today to receive this award,"* emphasizes Maxime Aiach.

#### **International Award: Mélanie Flouquet (PGE96)**



Currently Secretary General and member of the Executive Committee at Kering, Mélanie Flouquet has had an international career at the heart of finance and luxury. After starting at KPMG in the UK, she joined JPMorgan, where she led the Equity Research team on luxury for twenty years between London, Paris, and Milan, recognized among the world's best. In 2021, she joined Kering in Italy as Director of Strategy before joining the Executive Committee in 2025. Her journey illustrates mastery of financial markets and international governance in the service of a globally recognized luxury group.

#### **Hope Award (under 30): César Roussel (PGE23)**



Founder of César Culture G, César Roussel transformed a Maker's Project within emlyon into a must-follow media outlet. His daily videos on TikTok and Instagram have amassed over 4.5 million subscribers, covering geopolitics, history, science, and philosophy. He has published two books and a comic book, and produced documentaries on YouTube. With over 6 million total subscribers, César Culture G has become the leading French media outlet for general knowledge, proving that innovation and pedagogy can come together to spark curiosity.

*"I have been on my entrepreneurial adventure for 4 years, within the walls of emlyon, and I am very proud of this award today and very glad that the jury placed importance on the project of making culture accessible to everyone,"* confirms César Roussel.

#### **Entrepreneur Award: Julie Boureau (PGE10)**



Co-founder of Ramdam Social, Julie Boureau transforms the act of purchasing into a solidarity lever: 7 to 10% of the revenue is donated to associations such as Samu Social or Food Banks. Made 100% in France, Ramdam is present in 4,500 sales outlets and has funded over 1 million aids in 18 months. Julie advocates for "no-compromise" consumption (local, price, taste, social impact) and proves that an industrial model can combine economic efficiency and measurable impact.

### CSR Award: Géraldine Hue (PGE98)



Co-CEO and co-founder of MAOBI, Géraldine Hue supports companies in their sustainable transformation. Her hybrid agency focuses on marketing and eco-design to integrate responsibility at the heart of brands and products. With 20 years of experience at Danone, Boiron, or Kantar, she now leads the Insight & UX Lab and publishes barometers on eco-responsible consumption. MAOBI illustrates how innovation and sustainability become strategic levers for companies.

### A selection made by a jury of peers

These awardees represent the excellence and positive impact on society of the emlyon network.

The selection of winners was based on two main steps:

1. Pre-selection of 25 remarkable profiles by the School's management and the emlyon alumni association.
2. Deliberation by a jury of 13 personalities representing the diversity of backgrounds and expertise to designate the five winners.

The 2025 jury included renowned figures such as:

- **Isabelle Huault (PGE90)** – Chair of the Board and General Director of **emlyon** business school
- **Vincent Leroux (MBA04)** – CEO of GMM Pfaudler and President of emlyon alumni

- **Patrick Eisenchteter (PGE89)** – Co-founder & Managing Partner at Motion Equity Partners and President of the emlyon Foundation
- **Véronique Loctin (PGE87)** – CSR Director of the Société Générale Network in France and co-president of the emlyon mission committee
- **Nicolas Guéritte (PGE19)** – Manager at EY and co-president of the emlyon mission committee
- **Olivier Fournier (PGE83)** – General Director of Governance and Organizational Development at Hermès, President of the Hermès Foundation
- **Catherine Jestin (PGE90)** – Executive Vice President Digital at Airbus
- **Morgane Soulier (PGE08)** – CEO of Now Futures – HUM.AI.NE and AI expert
- **Béryl Fleur (PGE13)** – Director of Strategic Marketing France at Carrefour
- **Dorothée Balsan (PGE08)** – Journalist, presenter, and editor-in-chief of Qui veut être mon associé? (M6)
- **Thomas Rebaud (PGE12)** – CEO of akka.app and founder of Meero
- **Sandrine Chauvin (OCA21)** – Executive Director of International Editorial at LinkedIn and a member of the EMEA & LATAM management committee
- **Benoît Marcellin** – General Director of Nomination

### A day marked by pride and inspiration

Held on the Lyon campus, the ceremony brought together alumni, students, and partners for a significant moment: celebrating individual and collective success, nurturing the intergenerational bond between students and graduates, and reminding everyone of the importance of the emlyon alumni community.

*"This ceremony is an opportunity to acknowledge the quality of our alumni network, composed of leaders, entrepreneurs, and managers working in private, public, and sometimes associative organizations. This diversity is the strength of our community, gathered around common points: a specific and inalterable bond with its alma mater, the desire to promote the School and maintain its reputation, and a strong commitment to the future success of our students,"* affirms Isabelle Huault, General Director and Chair of the Board of emlyon.

### About emlyon business school

Founded in 1872 by the Lyon Chamber of Commerce and Industry, emlyon business school hosts 9,375 students from 135 nationalities across 4 campuses worldwide (Lyon, Shanghai, Paris, and Mumbai). emlyon draws on a faculty of 180 international professors and researchers and a network of 237 academic partners around the globe to offer paths of excellence in learning that are open to the world. The School has a community of 48,000 graduates in 130 countries. A Mission-Driven Company since July 2021, emlyon's purpose is to: "educate and support enlightened individuals throughout their lives who transform organizations effectively for a fairer, more supportive, and environmentally respectful society." Its "makers" pedagogy closely links action and reflection.



It places the hybridization of skills and social responsibility at the heart of its training programs to bring together the best of the socio-economic and academic worlds. Its strategic plan "Resonances 2028" reaffirms the importance of the "maker spirit" that drives students and has been the DNA of emlyon since its inception. The plan is built around the five qualities expected of "makers," the emlyon students, to become entrepreneurs of change: academic excellence; entrepreneurial spirit; commitment; hybrid knowledge; and resonance with society.

For more information: [www.em-lyon.com](http://www.em-lyon.com)