



ESSCA

Press release

5 March 2024

Appointments: three new directors to support ESSCA development in the Bachelor in International programme and its Aix-en-Provence and Strasbourg campuses

In order to meet the challenges laid out within its Odyssée 20/24 strategic plan and support the school's multicampus development, ESSCA School of Management has appointed three new directors: Zahia Bouaziz as Director of the Bachelor in International Management, Claire Bourgeois as Director of the Aix-en-Provence campus, and Karen Peyronnin as Director of the Strasbourg campus. With these three new recruitments, ESSCA is pursuing its ambition to offer among the very best working, research, and learning conditions in European higher education across its 10 campuses in France and abroad.

An all-female trio to support ESSCA development

Zahia Bouaziz has been appointed Director of the ESSCA School of Management Bachelor in International Management. A graduate of KEDGE Business School in 2006, she has acquired over 15 years of experience working in higher education and national- and international-scale business schools. Her professional track record includes two years at ESAA - Ecole Supérieure Algérienne des Affaires, followed by thirteen years spent at ESCP Europe, where she held a number of positions of responsibility, notably in marketing, communications, and programme management. She has also worked at Procter & Gamble in Morocco and Algeria, developing expert knowledge in the areas of marketing and management. Her wide range of experience will be a major asset for strengthening the appeal and internationalisation of the programme.



“By joining ESSCA’s Bachelor programme, I hope to be able to contribute to the school’s strategic ambitions, strengthen the appeal of the programme, and push through its internationalisation on our Budapest, Malaga and Luxembourg campuses. The ESSCA Bachelor combines a number of strengths as it enables our students to spend three highly enriching years, during which they will benefit from a solid training that prepares them for working life in the area of management, experience at least a semester abroad, and be prepared and supported with their orientation project.”

[>> Consult Zahia Bouaziz's LinkedIn profile <<](#)

Claire Bourgeois has been appointed Director of ESSCA's Aix-en-Provence campus. After a dozen years spent abroad, notably within Alliance Française network in Toronto, New York and Dublin, Claire Bourgeois returned to French higher education in 2012. Since then, she has held positions as a director in several institutions specialised in international relations in Paris, putting her skills to use in support of their development. Established in Aix-en-Provence since 2022, she managed the Esaip Engineering School campus, before assuming her new responsibilities at ESSCA.



Her commitment to teaching excellence and her experience in the developing higher education institutions will prove to be precious assets for supporting the growth and outreach of the Aix-en-Provence campus.

"It's an honour for me to be able to serve the top-level teaching that ESSCA offers and the values of humanism and responsibility that the school upholds. Via this commitment, I hope to enable the local ecosystem to benefit further still from the presence of ESSCA in the area and push through the development of the Aix-en-Provence campus, for which the ambitious real estate project will support this very growth."

[>> Consult Claire Bourgeois' LinkedIn profile <<](#)

Karen Peyronnin has been appointed Director of ESSCA's Strasbourg campus. Karen Peyronnin has acquired over 20 years of international higher education experience and management. Part of her track record was spent in Germany, in export in Central and Eastern Europe, as well as within supply chain in Brussels. In Indonesia, she held key positions at Bina Nusantara (BINUS University), overseeing international agreements and the country's first ever EPAS-EFMD accreditation project. Upon her return to France, she managed Specialised Masters and Executive Masters programmes at École des Ponts ParisTech, contributing to the creation of a new department and a number of EU-supported international projects. Her strategic vision and commitment to regional development are key factors in strengthening links between ESSCA and local figures, as well as promoting the internationalisation of the Strasbourg campus.



"I am delighted to have joined ESSCA and to be taking on the role of director of the Strasbourg campus, within which a true family spirit has established itself since its opening, with highly committed students, professors, and administrative staff. Our aim reflects ESSCA's overall strategy for many years, namely contributing to the school's regional outreach by developing strong ties with local representatives and offering new ways of working together within a rich higher education and research ecosystem. This internationally minded region will provide a source of inspiration for new projects over the years to come."

[>> Consult Karen Peyronnin's LinkedIn profile <<](#)



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About ESSCA

Based on its rich 115-year history, ESSCA School of Management is a renowned and firmly established French and European institution. A pioneering school since its foundation in terms of teaching innovation and social and economic inclusion, it has striven to evolve on a permanent basis to incorporate the demands and challenges of the modern world with a will to train responsible leaders and assist organisations undergoing change.

A private higher education institution of common interest built upon a not-for-profit associative structure and a member of the Conférence des Grandes Ecoles, ESSCA School of Management delivers an officially recognised 5-year post-secondary Master degree and also offers a fully accredited Bachelor in International Management degree programme, an MBA Business & Technology, a Specialised Master, and Master of Science programmes. The school also offers a range of training programmes designed specifically for senior executives, managers, and operational teams, with degree-awarding training (including an Executive Master in Global Management) and inter-company programmes. ESSCA is also developing on-line designed by ESSCA online campus.

Thanks to its AACSB, AMBA and EQUIS triple crown accreditation, a status held by only 1% of business schools around the world, the school is an internationally renowned institution. It features in 54th place among the top 100 Masters in Management programmes in the world in the 2023 Financial Times ranking.

Strengthened by a multicampus identity that helps consolidate its appeal to local regions and the showcasing of French expertise in the areas of higher education and research, ESSCA can call upon a network of almost 20,000 alumni working all across the world and currently welcomes over 500 faculty and administrative staff and 7,000 students on its campuses in France (Aix-en-Provence, Angers, Bordeaux, Lyon, Paris and Strasbourg), Hungary, China and most recently in Spain and Luxembourg.

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