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PRESS RELEASE

Thomas Froehlicher appointed Director General of KEDGE Business School

KEDGE Business School announced today that Thomas Froehlicher, the current Director General and Dean of HEC Liège, will be joining KEDGE BS on the 25th August 2014 to become Director General.

« I am delighted to welcome Thomas Froehlicher as the Director General of KEDGE BS. I am certain that his experience in the general management of business schools, his managerial skills and his passion for the job will allow us to fully achieve the ambition of KEDGE BS: to figure amongst the top 15 of business schools in Europe » declared François Pierson, President of the Board of directors of KEDGE Business School.

With a 17% growth in student enrolments, a budget of 85 M€ and a 5 year investment plan amounting to 167 M€, KEDGE Business School has achieved its 2013-2014 objectives. The launch of its partnership with KUBS (Korean University Business School), the creation of the “Business as Unusual” Chair and the implementation of the 1st Sustainable Development Test, are as many positive signals, reflected in its rising rankings and acknowledged by international accreditation organisations. *« Building on his international experience, Thomas Froehlicher will bring fresh impetus to the unrolling of our strategic plan »*, adds François Pierson.

Biography

Thomas Froehlicher has managed a number of Business Schools. As a University Professor in Management he has extensive expertise in strategic management, social responsibility and managing innovation. At the age of 48, he is the current Director General and Dean of HEC Liège and a member of the Academic Commission of Liège University (24,000 students). Appointed in January 2009, he gave a tremendous boost to the Business School's integration within the business world through the creation of 12 academic chairs, the creation of a Foundation and the development of its « Executive Education » courses.

He unrolled new programmes delivered internationally (Bulgaria, Vietnam, Democratic Republic of Congo, in Asia starting with Malaysia and a project being developed in Brazil). He is a European expert for “Wallonia European Creative District”. Within the EFMD, he regularly chairs the audits for international accreditation. He is a member of the Board of directors and the Governance Boards of Birmingham City Business School, the University of Alabama and the Technological University of Compiègne.

About KEDGE Business School:

BEM-Bordeaux Management School and Euromed Management merged to create a new global Business School. KEDGE Business School addresses the challenges of globalization, digital technologies and emerging countries thanks to the worldwide impact of its research in management, its educational innovation and its commitment to Corporate Social Responsibility. Its baseline "Create, Share, Care" expresses the values behind its global strategy.

The School offers a portfolio of 31 programmes in management (full-time or part-time) for students and executives, all recognized by the French government and accredited by AACSB, EQUIS and AMBA. KEDGE Business School also develops customised educational programmes for specific corporate needs worldwide. As part of its "creative intelligence" strategy, KEDGE Business School also features the KEDGE Design School in Toulon France.

KEDGE Business School has campuses in France (Paris, Bordeaux, Marseille, Toulon), China (Suzhou, Shanghai) and 4 partner campuses (Avignon, Bastia, Bayonne, and Dakar, Africa).

The KEDGE BS community is composed of 9600 students (25% international), 160 permanent faculty members (40% international), 273 academic partners and 30,000 alumni worldwide.

Plus d'infos sur : www.kedgebs.com - @kedgebs - Facebook/kedgebs

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