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PRESS RELEASE

Andreas Kaplan appointed Dean of ESCP Paris campus to prepare the emergence of a European federal governance structure.

As of 4 January 2021, Professor Andreas Kaplan, 43 years old, will take over as Dean of the Paris campus until the end of 2021. An assessment of this new organisation will then be carried out. He will operate under the responsibility of Professor Frank Bournois, Dean of ESCP.

"Our Management Board team, which will oversee his work, is glad to welcome him into this important mission. This task represents a further step in the Europeanisation of the School's operations. Gradually, the major areas of the Paris campus will be assessed in the light of a new organisation » says **Frank Bournois**.

With 6 campuses in Europe in Berlin, London, Madrid, Paris, Turin and Warsaw, ESCP is today the only truly pan-European business school. Each campus is recognised and accredited in its own country by national and/or local authorities.

Andreas Kaplan knows ESCP well from having held numerous federal and local responsibilities there. He graduated from the school in 2002 and has been a Professor of marketing at ESCP since 2008. Brand and Communications Director from 2012 to 2014 and Academic Director from 2014 to 2017, he has been Rector of the Berlin campus since April 2017. His research focuses on the analysis of the digital world, in particular social media and artificial intelligence. With several seminal articles and 30,000 citations on Google Scholar, Professor Kaplan was recently ranked among the top 2% of scientists worldwide by a study by the prestigious Stanford University.

"To lead the ESCP Campus in Paris after my time in my home country as Dean of its Berlin campus is highly symbolic for me. As a European convinced of the relevance of the Franco-German axis, I am very proud to embody this at ESCP, continuing my mission in France after a few years in Germany" adds **Professor Kaplan**.

The term of office of the Rector of the Berlin campus is coming to an end on April 2. In order to ensure a smooth succession without disrupting the work of the Berlin's teams, Andreas Kaplan will remain in office until his successor is nominated.

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ESCP

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A PROPOS DE ESCP BUSINESS SCHOOL

Fondée en 1819, ESCP Business School a fait le choix d'enseigner un leadership responsable, ouvert sur le monde et basé sur le multiculturalisme européen. Nos campus de Berlin, Londres, Madrid, Paris, Turin et Varsovie sont des tremplins qui permettent aux étudiants d'appréhender cette approche européenne du management. Plusieurs générations d'entrepreneurs et de dirigeants ont ainsi été formées selon la conviction que le monde des affaires peut nourrir la société de manière positive. Cette conviction et nos valeurs : excellence, singularité, créativité et pluralité, guident au quotidien notre mission et s'expriment au travers d'une vision pédagogique qui les rassemble. ESCP accueille chaque année 6000 étudiants et 5000 cadres-dirigeants de 120 nationalités différentes. Sa force réside dans ses nombreux programmes de formations en management général et spécialisé : Bachelor, Master, MBA, Executive MBA, Doctorat-PhD et formation continue qui tous intègrent une expérience multi-campus.

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