

PRESS RELEASE

Prof. Véronique Tran is the new rector of ESCP Business School in Berlin

Prof. Véronique Tran will take up her position as the new Rector of ESCP Business School in Berlin as of 2 April 2021. As the Academic Dean of the Executive MBA and General Management Programme, Veronique Tran has been eager to engage and inspire all stakeholders of this truly European flagship programme, ranked 7th in the Financial Times 2020 ranking. She will put her leadership at the service of the Berlin Campus.

“In addition to her constant commitment as a professor at ESCP, Véronique has succeeded in bringing our flagship Executive Education programme to a global level and adapting to the needs of our senior managers who are faced with new and evolving business challenges,” says **Pr. Frank Bournois, Executive president & Dean of ESCP**. “Véronique has our full support as she carries this drive and vision to her exciting new role in Berlin.”

With 6 campuses across 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.

Véronique Tran



Véronique Tran joined ESCP Business School as a Professor of Organisational Behaviour and Organisational Psychology in 2006 and since has not only taught on all campuses but occupied a wide range of responsibilities giving her a strong sense of what it takes to build a European Business School. She has served as Course coordinator in the Master in Management (MIM), as the first European Department Coordinator (Management), then as the Academic Director of the Master in European Business (MEB) transformed into the MBA in International Management, ESCP's full time MBA, from 2015 to 2018. She has been Academic Dean of the Executive MBA and GMP since 2018.

She earned her PhD in Psychology from the University of Geneva in 2004 and did her post-doctoral studies in Industrial/Organizational Psychology at The Pennsylvania State University from 2004 to 2006. Her research focuses on emotion, decision-making, and diverse teams. Her expertise lies in personality, high-performance teams, leadership, and emotional competence. She has extensive experience in executive education and international management development.

"Becoming Rector of the Berlin Campus is an amazing challenge. I am honoured to lead and engage in a collaborative environment, building on past successes and innovating for the future. I am particularly eager to continue building our European identity while strengthening the Berlin Campus in the German landscape," adds **Prof. Tran**.

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ESCP

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ABOUT ESCP BUSINESS SCHOOL

ESCP Business School was founded in 1819. The School has chosen to teach responsible leadership, open to the world and based on European multiculturalism. Six campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are the stepping stones that allow students to experience this European approach to management.

Several generations of entrepreneurs and managers were thus trained in the firm belief that the business world may feed society in a positive way.

This conviction and ESCP's values - excellence, singularity, creativity and plurality - daily guide our mission and build its pedagogical vision.

Every year, ESCP welcomes 7100 students and 5000 managers from 120 different nationalities. Its strength lies in its many business training programmes, both general and specialised (Bachelor, Master, MBA, Executive MBA, PhD and Executive Education), all of which include a multi-campus experience.

It all starts here.

Website: www.escp.eu

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