

# BIOGRAPHIES

## **Alon Rozen is the Dean and Associate Professor of Innovation and Management at the Ecole des Ponts Business School.**

Work experience includes over 20-years of consulting to a wide array of businesses, financial due diligences for private investors, the founding (and sale) of several businesses including, aB2B marketing agency and the European operations of a US-based wine distribution company. Consulting work includes strategic marketing for B2B (IT, telecom, services, hitech manufacturing) and B2C clients (wine, luxury, hotels), real estate development, sports and entertainment, business development and investment assessment. Another fun experience was as manager of a French music band in London. Alon has been teaching since 1997 at various business schools in France and internationally. He has experience teaching and training a wide range of subjects and populations. Today, Alon teaches innovation, entrepreneurship, business modelling, business planning, finance and entrepreneurship, and business communications. Less recently Alon taught marketing and strategy. As an executive trainer, Alon enjoys helping executives improve their communication and presentation skills, business modelling and business planning skills, key account management skills, as well as thinking about the future and strategic scenario-building. Alon began his undergraduate studies in International Marketing in Boston and later transferred to the University of Paris I – La Sorbonne, where he obtained a B.A. with honors in Economics with a specialization in “Money and Finance”. He later completed an MBA at the Ecole des Ponts Business School in Paris, including a month-long Negotiation and Arbitration program at Harvard’s Kennedy School in Boston. Alon is presently completing a doctorate on French Wine at ISM (Paris). Alon has also studied at St. John’s University (New York) and Fudan University (Shanghai).

## **Suman Modwel is the Emeritus Professor of Business Policy at the Ecole des Ponts Business School**

Dr. Suman Modwel is the Emeritus Professor of Business Policy at the Ecole des Ponts Business School, Paris. Formerly in the Indian Administrative Service of India where he had the privileged opportunity of participating in the development process of his country both at the district and national policy making levels, especially in the international trade policy area as Director General of the Indian Institute of Foreign Trade and as Chairman of a very large public sector conglomerate (50000 employees) in the textile sector. Suman Modwel holds a Ph.D from the Institut d'Etudes Politiques, Paris (Sciences-Po), with "habilitation nationale" to supervise doctoral research in sciences économiques, and an MSc in Mathematics from Allahabad University, India. He has published widely. He is attached to the Groupe d'Economie Mondiale (GEM) at the Sciences Po, Paris as a Researcher and is also guiding doctoral research there. He is a Visiting Professor at the Indian Institute of Technology IIT, New Delhi, the Ecole des Ponts Business School MBA program at the Ecole Hassania, Casablanca, the MBA at Abu Dhabi University, and at the Ecole des Ponts Business School MBA program at Tongji University, Shanghai. He was the International Dean of the ENPC MBA in India (1996-2004). He is a member of the Governing Body (Conseil de Surveillance) of the Ecole des Ponts Business School.

## **Desmond McGetrick is Professor for Business in Society and Director of Corporate & Alumni Relations at Ecole des Ponts Business School**

Desmond McGetrick's focus on Values-driven Leadership spans academia and the multinational enterprise. Dr. McGetrick is a professor of business in society (ethics, sustainable development, corporate social responsibility) at École des Ponts Business School and holds the title of visiting professor, Prof (FH) at Kufstein University of Applied Sciences, Austria. In a leading Multinational

Enterprise, he lead a drive to energize the organization around values, contributing as part of a worldwide effort to significant growth in group sales.

Desmond was educated at University College Dublin and holds an MBA from the Ecole Nationale des Ponts et Chaussées (Paris-Shanghai-Delhi-San Francisco). His doctoral research focused on the notion of "Doing Well by Doing Good", or how to harness the power of alignment of internal and external goals. Dr Desmond McGetrick brings academic and professional credentials to an interactive Global Executive MBA classroom. On the professional side, Desmond has managed teams, projects and budgets in the Multinational Enterprise Environment for more than at dozen years, in particular in functions related to Communication, Marketing and Key Account Management. He has also undertaken consulting projects in profit/nonprofit environments. Desmond has also managed undergraduate and MBA programs, raising quality, internationalization, participation and satisfaction.

On the academic side, whether teaching in India, Greece, Austria, France, USA or central Africa, Desmond favors a participative approach. He focuses on knowledge acquisition, creation and its applicability. Desmond also has a dozen years' experience of leadership roles in the nonprofit sector, most recently as President of École des Ponts Business School alumni association organizing hundreds of alumni gathering across 5 continent