

Nancy, November 5, 2024

Appointment

Christine KRATZ Appointed Deputy Director of Programs and Student Engagement at ICN Business School

On November 4, 2024, Christine KRATZ assumed the role of Deputy Director of Programs and Student Engagement at ICN Business School. She had already been overseeing student engagement since January 2023. The unification of these two departments aims to strengthen collaboration across all services critical to students' daily lives, providing them with the best possible experience at the school. In her new role, Christine KRATZ will be supported by Gérald DUFFING, who has been appointed Deputy Director of Programs and Student Engagement.

With a Master's degree in Economics, a postgraduate DEA in Management Sciences from the University of Lorraine, and a PhD in Management Sciences from the University of Burgundy, Christine KRATZ has been committed to higher education and ICN Business School from the start of her career.

Initially a marketing professor at the school, she became Director of the Bachelor's Program in 2012, a position she held for five years before taking on the roles of Deputy Director of Programs and later Deputy Director of Programs in September 2017. This pivotal role allowed her to deepen her expertise in higher education and the school, where she managed the portfolio of initial training programs and the Executive MBA. During this period, she also joined the school's executive committee. In January 2023, Christine KRATZ became Deputy Director of Student Engagement. In this role, she oversaw the school's various support services dedicated to students' personal and professional development, spanning admissions, international mobility, professional experiences, and graduation.

Beyond her responsibilities at ICN Business School, Christine KRATZ is a member of the Case Evaluation Committee at the French Marketing Association (AFM) and Track Chair of the "Cases Written in French" group at the North American Case Research Association (NACRA). On October 19 in Orlando, Florida, she was awarded the Best Case Prize for the French Track for her case study, "Fromage Dongé: What Growth Drivers to Prepare for a Responsible Family Succession?"

On November 4, 2024, Christine KRATZ officially took on the dual leadership of Programs and Student Engagement. Her experience as both Director of Programs and Director of Student Engagement makes her the ideal person to lead the integration of these two strategic functions.



"Deeply committed to the values and positioning of our school, I am delighted to continue advancing student services and programs. We have decided to merge the Programs and Student Engagement teams into a single department. This new organization is designed to enhance the coordination of our efforts, capitalize on our respective strengths, and optimize student support. Together, we are moving forward to prepare students for tomorrow's global challenges," said Christine KRATZ, Deputy Director of Programs and Student Engagement

Gérald DUFFING Appointed Deputy Director of Programs and Student Engagement.

A PhD graduate in Computer Science from the University of Lorraine, Gérald DUFFING began his career at ICN Business School 24 years ago. Initially an Associate Professor in Computer Science, he was appointed Director of the ICN Grande École Program in 2008. Alongside his academic responsibilities, he worked in a passenger transport SME as a co-manager and IT manager until 2012.

On November 4, 2024, Gérald DUFFING assumed the role of Deputy Director of Programs and Student Engagement. In this position, he will assist Christine KRATZ in managing the school's strategic services under her leadership.



ABOUT ICN BUSINESS SCHOOL:

Triple accredited by AACSB, AMBA, EQUIS, and a member of CDEFM within the Conference of Grandes Écoles, ICN Business School trains its students and executives to foster innovation through creativity within companies. The school offers a pedagogy focused on #ArtTechnologyManagement across its three campuses. The ICN community is driven by three fundamental values: openness, commitment, and teamwork.

- 3 300 students, including 38% international students;
- 89 permanent professors and 27 affiliated professors;
- 3 campuses: Nancy, Paris La Défense (France), and Berlin (Germany) ;
- 10 representative offices abroad: in China, Russia, Senegal, India, North Africa, Sub-Saharan Africa, Latin America, Taiwan, Vietnam, and the Middle East;
- Over 130 partner universities worldwide;
- 30 student associations ;
- 150 corporate partners;
- 23 000 Graduates.

Founded in 1905 within the university, ICN became ICN Business School as a private institution in 2003. The school is a private higher education establishment recognized by the state, qualified EESPIG. It awards a degree granting a bachelor's degree for its Bac+3 programs (Bachelor in Management) and a master's degree for its Grande École program, Bac+5.

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