

Nancy, November 20, 2024

Appointment

Lorine GUIOT Appointed Deputy Director of Marketing and Promotion at ICN Business School

On November 5, 2024, Lorine GUIOT joined ICN Business School as Deputy Director of Marketing and Promotion. The career path of this engineering graduate aligns perfectly with the school's ATM (Art, Technology, Management) vision. Her appointment is part of the reorganization of the Marketing and Communication Department led by Hervé GAUDIN, Deputy Director of Marketing and Communication. This department will now comprise two deputy divisions: Marketing and Promotion, led by Lorine GUIOT, and Corporate Communication, overseen by Catherine JUNGSMANN.

Lorine GUIOT graduated as an engineer specializing in communication, prevention, and education in nutrition and health benefits from the UniLaSalle Polytechnic Institute in 2015. She began her career in the gastronomy and catering industry. After working at the contract catering company ELIOR as a Marketing and Innovation Analyst, she became Content Manager and Product Manager for Voice Assistants at MARMITON, a leading recipe website experiencing rapid growth, with 12.8 million unique visitors per month in France at the time. In January 2020, Lorine GUIOT joined the professional distance learning organization MYCONNECTING as Marketing and Communication Director.

Now Deputy Director of Marketing and Promotion at ICN Business School, she will oversee three areas: Domestic Marketing and Promotion (which she will also manage daily), International Marketing and Promotion, and Brand Development. Her dual background as an engineer and manager equips her with a cross-disciplinary approach to this new role, perfectly aligned with the DNA and ATM pedagogy of the school.



"I am thrilled to join ICN Business School as Deputy Director of Marketing and Promotion. This is a wonderful opportunity to develop a fresh vision and organization for our department, with the primary objective of enhancing the school's visibility and growth in France and internationally. Collaboration, cross-functionality, excellence, creativity, and disruptiveness will guide us in this mission, all while staying true to our ATM DNA, which perfectly resonates with my engineering background." Lorine GUIOT, Deputy Director of Marketing and Promotion at ICN Business School

Catherine JUNGSMANN Appointed Deputy Director of Corporate Communication

As part of the reorganization of the Marketing and Communication Department, Catherine JUNGSMANN, who has been responsible for corporate communication at ICN Business School since 2003, has been appointed Deputy Director of Corporate Communication. She oversees press relations, internal communication for staff and students, as well as internal events on a daily basis.



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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