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## Capgemini and HEC Paris inaugurate the “Digital Experience” Chair

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Press release  
Jouy en Josas, November 25

A member of the HEC Paris Foundation for the past 10 years, Capgemini, one of the world's leading providers of consulting, technology and outsourcing services, is supporting higher education and the Foundation's actions to promote social openness, cultural diversity and the development of talents in order to respond to digital challenges.

In creating this new Chair and teaming up with HEC Paris' Digital Center, Capgemini wish to contribute to the promotion of quality higher education by helping to develop new talents capable of responding to the new challenges concomitant with the emergence of the digital world. The Chair focuses on challenges related to user experience transformation in the digital era.

As of January 2017, members from Capgemini will be hosting a whole series of digital transformation workshops for HEC Paris students on topics ranging from Academia to understanding Major and Digital Certificate; this will be in addition to frequent study days as well as hosting classes through the new Ecole Polytechnique/HEC Paris “Big Data for Business” diploma.

Capgemini will further support the HEC Paris Digital Centre by inviting their employees to share their experiences with students, sharing concrete case studies, as well as publishing white papers.

Speaking on the launch of the Chair, Peter Todd, Dean of HEC Paris, explains:

“Digital lies at the heart of HEC Paris' development strategy. Our students are committed and responsible actors of the digital revolution that is currently taking place. Thanks to the support of the Center's partner companies and thanks to the consulting expertise at Capgemini, the Digital Center is able to promote efficient communications between partner companies' managers and students.”

According to Patrick Ferraris, CEO at Capgemini Consulting France, “Nowadays, it is companies' marketing departments that lay at the heart of new performance and business transformation challenges; in a digitalized world, brands constantly need to rethink of new ways to create a user experience that will make a difference in their industries. And this is what we wish to prepare students for.”

Olivier Sevillea, Group Executive Board Member at Capgemini, adds: “We have been partners with HEC Paris since 2004, and we share the school's values and one common ambition: to learn to dare! Audacity is indeed one of our group's key values; since our creation, we've been valorising entrepreneurship culture. Another one of our key values is trust; we trust our technological and academic partners such as HEC Paris, we trust our talents, including our

most junior members, and we also trust our clients, who put their trust in us, which has been the foundation of our growth for nearly five years”.

### **About HEC Paris’ Digital Center and its circle of partners:**

The Digital Center coordinates all of HEC Paris’ initiatives relating to digital training, focusing on two aspects in particular: the digital transformation of businesses and digital entrepreneurship. The circle brings together all of the center’s partner companies. Its mission is to ensure that HEC Paris’ students and training programs are in line with companies and their e-business needs, as well as to provide a neutral academic space for all those involved to exchange ideas, so as to deepen their understanding and to better equip them for the digital transformation.

The Digital Center was established in 2016, and is supported by the AXA “Digital Strategy and Big Data” Chair, and, as of November 2016, by the Capgemini “Digital Experience” Chair. The Center also receives support from Air France, Atos, Orange and Webhelp. The Digital Center is under the academic supervision of Julien Lévy, Affiliate Professor.

### **About HEC Paris:**

Specializing in management education and research, HEC Paris offers a complete and unique range of educational programs for the leaders of tomorrow: Masters programs, Summer Schools, MBA, PhD, Executive MBA, TRIUM Global Executive MBA, open-enrolment and custom executive education programs.

Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC Paris is a founding member of the Université Paris-Saclay. It boasts a faculty of 138 full-time professors, more than 4,400 students and over 8,000 managers and executives in training each year. HEC Paris was ranked the second best business school in Europe by the Financial Times’ overall business school rankings in December 2015.

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