Executive Master in Big Data & Business Analytics

Presentation of Faculty Members

Prof. Maria Koutsovoulou
Associate Professor - Management

Dr. Koutsovoulou is an associate professor in the Management Department (SHO) and teaches negotiation, conflict management, organizational behavior and leadership. She is currently the Academic Dean of the Industrial Relations and Firm's Competitiveness Corporate Chair and the Scientific Co-Director of the "Big Data and Business Analytics" executive program.

Her areas of interest and research focus on the psychosociological processes of negotiation, on the decision-making process and on the link between social identity, conflict resolution and negotiation. As part of her research activities, she is a member of the International Association for Conflict Management (IACM).

In addition to her academic activities, since 1999 Maria Koutsovoulou has been working as a consultant in numerous French and international organizations in the areas of change management, complexity management, strategic leadership, conflict management and negotiation. She also accompanies Executive committees, Management committees and Executives in the areas of complexity management and strategic leadership. Previously she was the Academic Dean of the Master in Management Grande Ecole program (2009-2010) and the Dean for Academic Affairs (2011-2014) of ESCP Business School.

Prof. Louis David Benyayer
Associate Professor - Information & Operations Management

Louis-David Benyayer is an Associate Professor (Teaching) at ESCP Business School's Paris Campus and was Scientific co-director of the MSc in Big data and Business Analytics in Paris from 2018 to 2023 (program ranked #6 worldwide according to QS in 2023) and of the Executive MSc in Big Data and Business Analytics in Dubai (2022-2024).

Over the last 20 years, he has developed a strategy consultancy business working with large companies and SMEs. He has been involved in two start-ups and led a recovery plan for a bankrupt company. Louis-David Benyayer co-founded Without Model, a think tank dedicated to promoting open, collaborative and responsible business models, and co-ordinated the book Open Models, on business models of the open economy. With Simon Chignard, he co-authored the book Datanomics, les nouveaux business models des données (Datanomics, New Data Business Models).

His areas of expertise include business models, entrepreneurship and strategic innovation. He is particularly interested in the changes in business models and competitive dynamics brought about by the widespread use of digital technology. A graduate of ESCP (Master in Management), he holds a PhD in Management Science from Paris Dauphine University.

Prof. Wei Zhou
Professor - Information & Operations Management

Wei Zhou holds a Ph.D. degree in Information Systems and Operations Management from the Warrington College of Business Administration, University of Florida, a master degree in electrical engineering (M.S.E.E.) from the University of Nebraska - Lincoln, and bachelor degree from Shanghai Jiaotong University. Currently he is a full professor in the Information and Operations Management Department of ESCP Business School Paris Campus.

Wei Zhou is the founding scientific director of the Master of Science of Big Data & Business Analytics at the ESCP Business School from 2016 to 2021. This program is ranked #4 by the QS world univeristy ranking for masters in business analytics in the year of 2021. He has also created the Applied Data Science specialization in the Master in Management program in 2020 and is currently the director.

Wei Zhou received the Shanghai 1000-Talents Award (2018) for his research and consequently leads the multi-disciplinary and multi-country research in the field of big data analytics, artificial intelligence, IoT, cryptography, and transporation engineering. He is also a visiting professor of Transportation Engineering at the Shanghai Jiaotong Unviersity.

Prof. Howard (Hao) Zhong
Assistant Professor - Information & Operations Management

Dr. Hao (Howard) ZHONG is an associate professor with tenure in the Information and Operations Management (IOM) department and the scientific co-director of Masters in Big Data and Business Analytics program at ESCP Business School (Paris). He received his Ph.D. in Management (Information Technology) from the Business School of Rutgers University. He was a visiting professor at the AI Thrust of HKUST (Guangzhou) in 2023.

His research interests include data mining, computational design science, venture data analytics, and representation learning. His work has appeared in multiple top venues of data mining, information systems, and operations research, including Decision Support Systems (DSS), Information & Management (I&M), Annals of Operations Research (AOR), IEEE Transactions on Knowledge and Data Engineering (TKDE), IEEE Transactions on Mobile Computing (TMC).

Prof. Yannick Meiller
Associate Professor - Information & Operations Management

Yannick Meiller is currently the associate Dean for the Master in Management / Programme Grande Ecole. Yannick holds a PhD in Computer Science (Artificial Intelligence – Industrial systems). His professional activity is threefold: professor in Management of Information and Responsible Digital Transformation at ESCP Business School, entrepreneur, and expert for BPI (*Banque Publique d'Investissement* – a French innovation funding public organization).

Yannick Meiller has a wide and diverse experience of innovation, of intermediation between research and industry, and of exchanges between technologies and management sciences. He worked for scientific research public institutions (Universities, ONERA – The French aerospace lab), in France and in the USA, in the field of decisional Artificial Intelligence. He also experienced innovation in start-ups and blue chip companies.

Prof. Lorana Blasco
Associate Professor - Marketing

Lorena Blasco-Arcas is Associate Professor of Marketing at ESCP Business School, Madrid

Campus. She holds a BA in Marketing Management, a MA in Arts Management and an MSc in Economy and Organizations Management. After three years working in the private sector as an Arts Manager, she started her academic career as an assistant professor in the School of Management and Public Management at University of Zaragoza.

She has a wide teaching experience in marketing and management at both undergraduate, postgraduate and executive levels. Her main research interests is consumer behavior in digital environments focusing on digital co-creation of value processes, e-commerce and services marketing. She has participated in different research projects funded by the Spanish Government and other national funding bodies.

Prof. Hsin-Hsuan Lee
Associate Professor - Marketing

Meg is an Associate Professor of Marketing at ESCP Europe. She teaches marketing analytics, marketing research, and marketing for good in a range of postgraduate and executive development programs. Prior to joining ESCP, Meg was a Lecturer at the University of Amsterdam Business School and Amsterdam University of Applied Sciences, where she engaged in a range of research and teaching activities. She holds a PhD in Marketing from the University of Amsterdam and a Master's degree in Marketing from the University of Strathclyde with distinction.

Meg helps companies and organisations with their marketing strategies. She also delivers training and workshops to help managers understand analytics. Her workshops, which use a series of simulations, exercises, and games, foster creativity through analytical thinking. With a particular interest in the B2B sector, she has previously worked with companies in the public transportation, telecom, pharmaceutical, beauty, legal, and IT industries.

Prof. Ramon Fisac
Affiliate Professor - Sustainability

He holds a MSc in Industrial Engineering (2007) and a PhD in Management Engineering (2014) from Universidad Politecnica de Madrid (UPM). From 2010 to 2015, he taught graduate and postgraduate courses on Entrepreneurship at UPM and he carried out international research. For three years he worked as a sustainability analyst at ACCIONA, where he designed and implemented the Corporate Training Program on Sustainability. During the last decade, he has been lecturing for postgraduate programs in different national Universities (Universidad Politecnica de Madrid, Universidad Pontificia de Comillas or Universidad Carlos III) and international business schools (Universitas Pelita Harapan, Indonesia).

He currently teaches at ESCP Business School as a Permanent Affiliate Professor. His fields of knowledge are sustainability, entrepreneurship and innovation. He is Executive Director of the Entrepreneurship track (Option E, Master in Management) and Executive Director of the Master in Hospitality and Tourism Management. He also helps as coordinator of Sustainability Office at Madrid campus. His field of research is innovative business models for sustainability and the social business model.

Prof. Micheal Haenlein
Professor - Marketing

Michael has a Ph.D. from the WHU, Otto Beisheim School of Management, and a Habilitation from the Pantheon-Sorbonne University. He holds Visiting Positions at Kozminski University in Warsaw (Poland) and Trinity Business School in Dublin (Ireland). As a consultant, he has worked with many international companies in various industry sectors, such as telecommunications, financial services, technology, and private equity.

His research interest and expertise deal with analyzing the impact of new technologies on firms and consumers. He has examined issues such as video gaming, mobile gaming, artificial intelligence, social media, and influencer marketing. Haenlein has published over 50 articles in academic and practitioner-oriented journals. He received the 2021 Jan-Benedict Steenkamp Award for long-term impact and several Best Paper awards.

Prof. Evans Anthony
Professor - Law Economics & Humanities

Anthony J. Evans is professor of economics at ESCP Europe Business School. He has published in a range of academic and trade journals and is the author of *Markets for Managers* (Wiley, 2014). His work has been covered by most broadsheet newspapers, and he has appeared on Newsnight and the BBC World Service. He is part of the MOC Affiliate Faculty for the Institute for Strategy and Competitiveness at Harvard Business School, and is a member of the Institute of Economic Affairs' Shadow Monetary Policy Committee.

He specialises in teaching Managerial Economics at the MBA and Executive MBA level. Using a combination of lectures, case discussion and practical simulations he has introduced over 2,000 current and future managers to the economic way of thinking. He has taught for ESCP Europe, Cotrugli Business School, Danube University, and Helsinki School of Economics, as well as designing and managing custom programmes.

Prof. Hector Gonzales Jimenez
Professor - Marketing

Hector is a Full Professor in Marketing at ESCP Business School in Madrid. A true global citizen, Hector has gathered a diverse range of experiences throughout his life. Being raised in Germany by his Spanish parents, his multi-cultural identity has been shaped from an early age. At the age of eighteen Hector embarked into the next phase of his life, expanding his professional and personal profile at a global level. Since then Hector has lived, worked and studied in various countries such as Spain, Germany, Japan, South Korea, United States and the United Kingdom. Over the last fifteen years his professional portfolio has grown in various roles in marketing, education and corporate strategy. During this time Hector has worked on projects for small to medium sized businesses as well as large international companies such as Pepsi or Ford.

Prior to his role at ESCP Business School, he was a Senior Lecturer in Marketing at The York Management School, UK. He received his PhD in Marketing from the Bradford University School of Management without corrections. He also has a Postgraduate Diploma in Research Methods from the University of Bradford as well as an MBA and Bachelor of Science from California State University.

Prof. Jérôme Couturier
Professor - Management

Jerome is a professor of strategy and management at ESCP, based in Paris. He lectures in Business Strategy, International Management, Business Transformation and Innovation to EMBAs, Masters and in various executive programmes across Europe. He is the scientific director of the certificate Management Stratégique de l'Entreprise.

His work and research focus on strategic agility, sustainable strategies, strategy execution, and more generally on enterprise and business transformation. He is the author of articles, policy papers, and the internationally acclaimed book "How to Think Strategically – Your Roadmap to Innovation and Results", published by the Financial Times Masters' series.

Prof. Christopher Hossfeld
Associate Professor - Financial Reporting & Audit

Christopher Hossfeld has been an Associate Professor in the Financial Reporting and Audit department at ESCP Business SchoolParis Campus since 2001. After his MSc in Business Administration at the University of Saarland (FRG), he worked for 7 years as an assistant professor for the Chair of Banking at the same institution. During this period he completed his Doctorate (his dissertation won the Award for Best Ph.D. Dissertation at the University of Saarland). He also worked as a part-time auditor in the banking industry. Subsequently he moved to France and joined the University of Paris III-Sorbonne Nouvelle as a lecturer in business administration.

His fields of expertise include financial accounting, international accounting, bank accounting and regulation. He teaches those subjects in the different programs of the school: Master in Management, Specialized Master, MBA and Executive Education. His research focuses especially on aspects of international accounting harmonization. He has published in numerous specialized journals and presented papers at the main conferences of different accounting associations. He is also author or co-author of several books in the above mentioned subject areas.

Prof. Sandrine Macé
Professor - Marketing

Sandrine Macé is a professor at ESCP Europe. She holds a Doctorate in Marketing and is a graduate of ENSAE (School specializing in Statistics) and ESSEC. She is the Scientific Director of the IoT (Internet of Things) Chair, sponsored by Schneider Electric, Société Générale Insurance and Valeo. She is in charge of the Executive Specialized Master's in Marketing and Communication both at ESA Beirut (Ecole Supérieure des Affaires), a sister school of ESCP Europe. She is also in charge of the Digital Marketing seminars for Executives.

She is the co-author of *Méthodes Statisitiques Appliquées au Management* (Pearson, 2016). She is also the author of *La politique commerciale du point de vente* (Vuibert, 2001). She is authorized to supervise doctoral students. Her fields of research are: sales promotion, retailing, IoT and quantitative techniques applied to marketing. From 2010 to 2016, she was the Vice President in charge for Research and for Publications of the Association Française du Marketing (French Marketing Academy).

Prof. Daniela Lup
Professor - Management

Daniela has a PhD and MBA from the University of Chicago, Booth School of Business. She is passionate about engaging in research that resonates with practitioners' dilemmas related to the future of work, especially regarding hiring, diversity and inclusion, teams and team creativity, prosocial behavior and ethics. Her work has been published in internationally renowned journals such as Organization Science, Human Resource Management, Strategic Organization, Industrial and Labor Relations Review, Work Employment Society, British Journal of Industrial Relations, Journal of Business Ethics and featured in management outlets such as Harvard Business Review and LSE Business Review.

Prof. Akin Kazacki
External Professor - Professor at Mines Paristech

Akin's role in recent years has been to interface with business lines, to identify and frame AI application opportunities, to guide the business lines in assessing the ROI of AI projects and to build data collection strategies, interfacing with data scientists for problem formulation and

technical feasibility. He also holds a strong experience in organizing and leading innovation workshops, building & running custom training programs, mapping out innovation & technology landscapes, analysing work processes and information systems.

Prof. Enes Eryarsoy
External Professor - Professor at Sabanci Business School

Enes has a Ph.D. in Decision and Information Sciences, University of Florida (2005) and a BSc. in Industrial Engineering, Istanbul Technical University (2001). Enes positions his research on the wide spectrum of Information Systems, and Analytics research area. My work involves applications of Operations Research (OR) and Machine Learning techniques on problems that are important from business point of view. He concentrate on Statistical Learning and Data Science. My other research areas are pricing of information goods, software piracy, scheduling, and telecommunications (network design). He is a member at the Institute for Operations Research and Management Sciences (member) Alpha Iota Delta, (honorary member) Decision Sciences Institute (member).

Prof. Chardin Wese Simen
External Professor - Professor at University of Liverpool

Chardin is a Professor of Finance at the Management School. His main research interests include asset pricing, commodity markets, derivatives, and financial econometrics. He holds a BSc (1st class) from the University of Wales, an MSc (with Distinction) in International Securities, Investment and Banking and a PhD in Finance (no correction) from the ICMA Centre at the University of Reading.

Chardin has published his research in world-leading journals, including the Journal of Econometrics, the Journal of Financial and Quantitative Analysis, Management Science, and the Journal of Money, Credit and Banking. His research has attracted awards and funding from national and international institutions, including the British Academy. Chardin has delivered keynote speeches at national and international academic events. He has presented his research at several UK and international universities, as well as leading academic conferences, such as the meetings of the American Finance Association (AFA) and the Western Finance Association (WFA). He is a member of the editorial boards of the Commodity Insights Digest, the European Journal of Finance, and the Journal of Commodity markets and is a regular reviewer for leading journals, including the Journal of Business Economics and Statistics, the Journal of Financial and Quantitative Analysis, and Management Science.

Prof. Guillaume Thfoin
Professional and Affiliate Professor at ESCP Business School

Guillaume Thfoin is the Chief Data Officer, End to End Digital Customer Relationship of Schneider Electric. Prior to joining Schneider Electric, Guillaume held multiple data and analytics roles in major Consumer Packaged Goods companies such as SC Johnson and Kraft Foods, analytics company Nielsen, as well as in Adtech company Yahoo. He led product and strategy at Teralytics, a Telecom Big Data Monetization start-up based in Zurich and New York, where he contributed to raising USD 25 million from the largest VCs in Europe. In his previous role, he drove the data and analytics transformation of Majid Al Futtaim, the largest retail and lifestyle comglomerate in the MENA region.

Guillaume is a member of the Dubai Artificial Intelligence Ethics Advisory Board as well as the scientific co-director of the ESCP Master of Science in Big Data and Business Analytics. He holds Bachelor and Master degrees in Telecoms and Management from the Institut Mines-Telecom Business School, France and has completed an MBA at Universite Laval, Canada.

Mr. Axel Tifrani
External Professor - Professional

Data & cloud solutions Architect with strong technical Big Data (Hadoop, Spark and NoSQL) & cloud (GCP, AWS and Azure) skills, and backed with a Master Degree in Computer Science (Master of Business Intelligence - Dauphine university).
I work on the following topics:
- Cloud computing
- Business Intelligence
- Big Data
- Data Architecture
- Data warehousing
- Data Quality and Master Data Management
- Data Integration ETL
- Data science
- Data analysis and data visualization.

Mr. Olivier Leroy
External Professor - Professional

Data Director at PMP Strategy: as a data expert, he devoted 20 years of his professional life to delivering high value-added projects, with an emphasis on pragmatism and rapid return on investment.

After 15 years as a data analyst and a (failed) wine marketplace project, he founded Lab32, the PMP datalab (with 10 data specialists). Lab32 designs data-rich applications for its customers, combining cutting-edge digital technologies (machine learning, big data, open source, web app).

He also teach Dataviz at ESCP Business School in the Masters and Grande Ecole programs. Fascinated by the current global paradigm shift, he is actively involved in task automation, which is one of the major challenges for the future of work and for the future of society, for the future of work and for emerging leaders.

His specialties: #ProcessMining, #HyperAutomation, #CustomerExperience, #DataValuation, Paris.

Mr. Richard Markoff
External Professor - Professional

Richard is a supply chain researcher and lecturer at IMD, EPFL and ESCP Europe. He holds a PhD and MBA degrees in Supply Chain Management. Richard has worked in supply chain for L'Oréal for 22 years, in Canada, the US and France, spanning the entire value chain from manufacturing to customer collaboration. He is also the author of *The Digital Supply Chain Challenge – Breaking Through* book published in 2020, as well as a co-founder and Operating Partner of the Venture Capital firm Innovobot specialised in disruptive technologies.