



Successtories

Professors



CEFAM

Centre d'Études Franco-Américain de Management
Lyon & USA



Erin Monaghan

Communication
and Academic Methodology,
Issues in International Politics,
Foundation Program

Erin is our Director of Faculty. Originally from New Jersey, she holds a Master of Arts in International Relations and has over 10 years of experience in curriculum design and program management. She worked in the USA, Morocco and Algeria before coming to Lyon.

What is your favorite class to teach?

I love teaching International Politics. Most students have opinions about what is going on in the world, but they do not understand the academic theories behind these events. It's very rewarding to help them see the world from different points of view.

Have you been able to bring any professional experience to your classes?

I have worked in education in many different settings. My first teaching experience was in a juvenile prison in Morocco. There is no "one size fits all" in terms of learning and I try to bring this idea to my classes. I adapt my teaching methods to my students and I think they appreciate this flexibility.

What do you enjoy most about working at CEFAM?

The professors are truly motivated to help students and they put a tremendous amount of effort into their classes. They love their job and take great pride in the work they do here. I feel very fortunate to be at the helm of such an amazing team!



Hugh Ephraim

Introduction to Financial Accounting II

Hugh is a Chartered Financial Analysis with a bachelor degree in Accounting and Finance from Webster University, Geneva. Originally from Ghana, he is also the Director of Rehma Consultancy and has over 20 years of experience in investment analysis and fund management.

"CEFAM is small school in which students have easy access to faculty and administration. When a student is struggling, there is team of people waiting to help him or her. We do everything we can to make sure each student reaches his/her American Dream!"



Eric Siegel

Principles of Microeconomics,
Principles of Macroeconomics,
Intermediate Macroeconomics
and International Finance

Eric holds a B.A. in Near Eastern Studies from the University of Michigan – Ann Arbor and a MBA in Finance and Corporate Restructuring from EM Lyon. He has over 10 years of professional experience working in New York's financial markets.

How have you been able to bring your professional experience to your classes?

My background in financial markets gives me a deeper perspective on macro issues, as well as a reflex to consider market reactions to economic news; I consistently integrate that into my classes.



Chris Zanda

Introduction to Financial Accounting,
Introduction to Managerial Finance,
Intermediate Managerial Finance

Chris is an Illinois native who holds a B.S. and MBA in Finance, the former from Illinois State University and the latter from DePaul University.

The thing you enjoy most about working at CEFAM is...

I enjoy watching the student's progress. When they first come to CEFAM their level of English is basic and they are often timid; but, when they leave they are confident, dynamic & ready to conquer the business world!

How have you been able to bring your professional experience to your classes?

I discuss how the "real world" works using financial analysis, financial planning, auditing and sometimes professional careers/relationships. Accounting and financial principles are great but reality needs to be mixed into the equation so students will be well prepared for their business careers, and remember "Excel is your friend!"

What do you think makes CEFAM different from other business schools?

The relationships: the administration, teachers & students know each other well and everyone is friendly and accessible. CEFAM is a very positive environment that feeds on watching students grow, not many schools offer "office hours" to help students progress!



Trevor

Kallimani

American History, Introduction to the Legal Environment of Business, Dimensions of Diversity and The Legal Environment of International Business

A native of the Mid-Western United States, **Trevor** holds a master's degree in Human Rights from the University of Essex, U.K.

"CEFAM has a small faculty and we are very close. We help each other when needed. It is motivating to work with a group of people who truly love their jobs!"



Abdelkarim

Benamar

Basic Quantitative Foundations for Business I & II

Teaching at CEFAM for over 20 years, **Karim** holds a Ph.D. in Atomic and Nuclear Physics from Université Lyon I

"CEFAM is a second home for most of the faculty. What keeps us here? The students, the administration and most of all, each other."



Hua

Li

Business Statistics and Quantitative Techniques

Hua holds a Ph.D. in Marketing from IAE Aix-en-Provence Graduate School of Management. Her research interests include Consumer Motivation, Information Processing and Decision Making.



Florian

Goudard-Patot

Intermediate Financial Accounting I & II

Florian is a certified accountant with over ten years of experience in the field. He is currently the manager of Accora, an accountancy firm servicing small and medium-sized companies.

Jennifer A. Orth-Veillon holds a Ph.D. in Comparative Literature from Emory University. She specializes in the literature of war and the experience of the American veteran. She has led writing workshops for veterans on university campuses and has taught over twenty courses on different modes and mediums for war veteran memoirs. In her teaching, writing, and research, she seeks to understand the complexity of war through its shifting place in cultural memory and history. She is also the curator and editor of the Official United States World War One Centennial Commission's "WWWrite Blog: Exploring the Influence of WWI on Contemporary Writing and Scholarship."

What is your favorite class to teach?

I love my American Literature class, ENG 230, because I get a chance to introduce students to the fascinating world of America's best short stories, plays, poems, essays, and novels. The survey approach allows the students to get a little taste of the incredible variety that the constantly-expanding American canon offers. I think all students find at least one author they get excited about. The most interesting part is watching students make connections between the literature and issues they are studying in their other class like history, economics, art history, and finance. They get to see that literature has not only shaped American artistic culture; it has also shaped American thought and ideals, which apply to every discipline we study here at CEFAM.

Have you been able to bring any professional experience to your classes?

I have always been a teacher of literature and communication. I am also a professional non-fiction and fiction writer. I've written two master degree theses, one doctoral dissertation, a novel, many essays, and short stories – in English, my native language, and in French, my second language. I think I really understand the complexities and, yes, even the joys of writing in general and, more specifically, writing in another language. I think my experience as a writer allows me to empathize with them and to better communicate that writing is a long process that takes work. No one writes a prize-winning essay the time first around. Good writing requires lots of revision, many drafts, and, sometimes, starting over. It's painful, but I know that students are very proud of well-written work in the end. It's worth it!

What do you enjoy most about working at CEFAM?

I really enjoy the relationships I have been able to develop with my colleagues and the students. We are small, but we are dedicated and competent! I feel that my fellow professors sincerely desire success for their students and are willing to work hard with them to achieve it. It's a positive, nurturing professional atmosphere, which is something that I haven't found teaching in other universities. In turn, the students also want to work hard to achieve good things. I like to see all of the smiles around the campus.



**Jennifer
Orth-Veillon**

American Literature,
Intellectual Heritage
and Public Speaking



George Chrysomalis

Market Research
and International Business

George holds an MBA in International Business from McGill University. He has recently retired from Sanofi Pasteur where he held several senior positions, including Vice President of New Product Marketing and European Marketing Director.

What do you think makes Cefam different...?

A couple of things stand out for me. The faculty has extensive professional experience which we build into and transmit during our classes. This way, students benefit from both theory and practical application of what they are studying. What makes this even more interesting is what I call "professor-student proximity". Classes are the right size which allows for more interaction between students & professors and we all keep office hours to work with students individually. All this makes for a constructive and enriching learning experience.

What do I enjoy most...?

The atmosphere and sense of community that runs across the students, the professors and the administration. Cefam's goal is to prepare and support students in their quest to be effective young professionals in a North American & international business setting and it's nice to part of that collective dynamic.



Joshua Dopkowski

Marketing and Financial
Planning & Analysis

Joshua spent the first part of his career in New York City working in Product Development within the global cosmetic industry before moving into hospitality and wine. After several years in Napa Valley, Joshua returned to the cosmetic industry giant L'Oréal where he directed Financial Planning & Analysis and Strategic Planning. Just prior to joining CEFAM, Joshua helped to create classroom curriculum for a luxury business graduate program, as well as taught courses on entrepreneurship and new ventures. Joshua holds an MBA., in Business Intelligence & Strategy from Sonoma State University and a B.S., in Media, Culture & Communication from NYU.



Paul-Scott Griffiths

Business Ethics

Paul practiced law in the UK for 20 years before moving to France to work in education.

How have you been able to bring your professional experience to your classes?

There is no right or wrong answer in law; it is all about how well you can convince your audience. In all of my teaching experience, I've tried to keep one thing in mind: that students learn best through an interactive teaching style that demands their participation and challenges their abilities. Certainly, all students need grounding in their discipline, and lecture has its place, but my teaching philosophy is to be a partner in learning. This philosophy demands that the lectures are highly interactive, engaging students in a dialogue in the class and with each other.



Diane Sklar

Business Computer Applications

Diane holds an MBA from New York University in Computer Applications and Information Systems and a BA is in English Literature and Art History from the State University of New York at Albany. She has specialized in implementing crime detection analytics and case management projects in Anti-Money Laundering and Fraud.

What do you think makes CEFAM different from other business schools?

CEFAM has a rich technology platform. The campus has many classrooms that are equipped with as many as 30 computer workstations so that each student can work individually on computer projects, or work in teams as necessary. Software products are available in French and English so that international students can use the interface they are most comfortable with. Recently, a new building opened and it's great to be able to teach in a sparkling new facility.

How have you been able to bring your professional experience to your classes?

My mission is to teach students how to use basic business software to be as efficient as possible. In the business world we say time is money. I give students techniques that will give them a boost in productivity, like organizing their email inbox, maintaining their calendars, using common keyboard shortcuts and using Excel to do all kinds of calculations on large volumes of data. With these skills in their toolbox, students can hit the ground running in their first internships and paid positions.



Julie Bosc

Public Speaking,
Principles of Management
and Organizational Policy

Julie is a French native who became a citizen of the world at a young age, growing up in the Gulf region and South East Asia and attending international schools. She holds a bachelor's degree in applied foreign languages and Marketing/Communication, and an MBA with a focus on marketing. She has almost 10 years of professional experience in marketing and management.

What do you think makes CEFAM different from other business schools?

CEFAM has a unique identity. The American culture highly influences the pedagogical approach, which is student-centered and benevolent.

The environment is positive with great communication between teachers, students and the administration team.

How have you been able to bring your professional experience to your classes?

I managed an international team for many years as a Marketing and Business Development Director. I use this experience to give my students a realistic approach to management and prepare them in the best possible way for their imminent entry in the professional world.

What is your favorite class to teach?

My favorite class to teach is Organizational Behavior. I find the subject fascinating and the notions learned in class are useful for both their future professional and personal life. Organizational behavior helps students understand how to manage individuals efficiently, but it also encourages them to introspect and better understand themselves as individuals.

What do you enjoy most about working at CEFAM?

There are many things I enjoy about working at CEFAM, it's hard to pick one!

- I appreciate the organization and the relationship with the administrative team and the faculty.
- The students are international oriented, driven and well behaved. They learn fast and it is the greatest satisfaction to watch them evolve and grow.
- The international environment at CEFAM reminds me of my own studies I enjoyed so much, so I guess I feel at home!



John Tyrrell

Digital Marketing

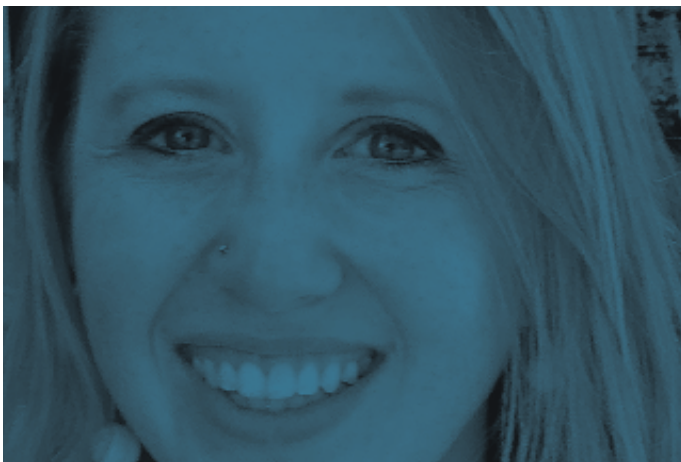
John has over 20 years of marketing and communications experience in video games and consumer brands. Formerly global PR director at Atari, he is currently Creative Director the European game marketing agency Cosmocover, as well as a certified content creator for Intel, and an award winning video producer. He holds a CAM Diploma in Marketing Communications.



Anna Tomczak

Art History

Anna holds a degree in Anthropology of Culture from the University of Warsaw, as well as a certificate in Contemporary Art Curating from Ecole du Magasin. She was a curator at Zachęta, Poland's national gallery of contemporary art. She has extensive experience teaching Art History and Design, and continues to curate exhibits in Lyon.



Anna Kotecki

Foundational English
and French Cultural

Anna holds a BA in Multicultural Education from Hampshire College with a range of professional experience as a classroom teacher, Camp Director, English grammar and phonics educator, and exam facilitator in Thailand, South Korea, The United States, and France.



Jérémie Muselet

Supply Chain

Jérémie holds a master's degree in International Trade and has extensive experience in supply chain management with firms such Auchan, Camaieu and La Halle.



Remi Zanda

Sales Management
& Negotiation

Remi holds a Ph.D. in Computer Science and a master's degree in Mechanical and Aerospace Engineering, both earned at the Illinois Institute of Technology in Chicago, as well as a mechanical engineering degree earned at INSA, Lyon, France. He is a partner at Industries Consult Plus (IC+) - a consultancy specializing in international business development, assisting industrial and high-tech companies to develop their businesses in Europe, the USA and China.



Sarah Porter

Strategic Management
and Organizational Policy

Sarah holds an MBA in Engineering New Business Models from IDRAC Business School and a Bachelor of Commerce in International Business from the University of Birmingham. Originally from the UK, she has over 10 years of experience in teaching both professionals and undergraduates.

What do you enjoy most about working at CEFAM?

Working in an international, multilingual and culturally-diverse environment. Businesses today recognize the importance of different cultural perspectives in order to drive innovation and creativity. Students at CEFAM have the opportunity to experience this in the classroom. This makes for a fantastic learning environment for both students and professors.



Raluca

Mărginaș

English Composition I & II

Raluca's research and teaching experience are anchored in literature, language, and pop culture. More precisely, a Ph.D. in Comparative Literature, an MA. in History of Images-History of Ideas, and a B.A. in Romanian-English Literary and Linguistic Studies from Babeș-Bolyai University. She was interested to find out when does academic theory, comments, rigorous methods and ideas matter in the real world so her studies went further in developing skills and competencies through formal and non-formal learning and in applying them in cultural mediation programs.

The thing you enjoy most about working at CEFAM is...

- The international context in which students exercise their flexibility and their world views for life-long learning.
- The collaboration among teachers.
- The curiosity of first year students.
- And their willingness to participate to their cultural enhancement, personal development and foreign language proficiency.

How have you been able to bring your professional experience to your classes?

Consistently with the perspectives of formal and non-formal methodology, my objective is to benefit students educationally, linguistically and culturally, under the English Composition umbrella. That is, to immerse them in the entire process, the renegotiated space where they are able to create together a well-crafted essay.

Working with a group's dynamics I focus on creating a shared identity and sense of belonging by bringing students from diverse linguistic and cultural backgrounds while advancing awareness and literary knowledge.



Kelly

Blunt

Advertising & Branding

Kelly has over 20 years of marketing experience (B2B and B2C) in consulting, consumer products and healthcare sectors, notably she served as the Manager/Marketing Director at Cap Gemini Ernst & Young in Minneapolis, Minnesota. She has worked with global clients and teams across US, Asia and Europe, focusing on marketing and communication strategy, new market development, and brand positioning.

Why do I enjoy teaching at CEFAM?

I have thoroughly enjoyed the curiosity, motivation and diversity of the students. Teaching 4th years students who are getting ready to start a career or focus on something more specialized is inspiring.

To have a combination of both French and international students enhances the experience, and allows for the students to see a wider variety of perspectives.

What is my added value in the classroom?

I have worked in a variety of sectors, for large companies as well as boutique consulting firms, and have experience with a lot of international brands.

I not only tap into my personal experience, but bring in guest speakers that are experts in specific topics to keep subjects fresh and relevant.



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