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Faculty



CEFAM

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



Ruchi Anand

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Ruchi Anand is the Faculty Director at CEFAM and a full-Professor at the American Graduate School in Paris. An Indian-born academic and author, she has a decorated teaching record at several top Universities in the US and France.

She has authored and contributed to several books in the field of international relations and environmental politics including *Self Defense in International Relations*. New York: Palgrave MacMillan. 2009 and *International Environmental Justice: A North-South Dimension*. Aldershot, Hants, England; Burlington, VT: Ashgate. 2003. Dr Anand's research interests include international relations, international law, international organizations, environmental policy, business ethics, corporate social responsibility, foreign policy, politics of developing countries and women's studies.

"Abraham Lincoln once said, 'Give me six hours to chop down a tree, and I will spend the first four sharpening the axe.' With a highly international and qualified team of faculty members, our goal is to prepare CEFAMIANS with their sharpened 'axes' for the challenges of the real-world with a perfect blend of knowledge and the power to imagine diverse futures in an ever-changing world of challenges and opportunities."

What is your favorite class to teach?

My favorite class to teach is called 'Issues in international relations'. The course highlights the inescapable links between the abstract world of theories and the real world of policymaking; as also the links between the world of business and that of politics! The knowledge and tools of theories allow students to make sense of the storm of information that inundates us daily and prepares them for understanding the complex and ever-changing world in a systematic manner. Students learn the importance of a PESTEL (political, economic, social, technological, environmental, and legal)

analysis to identify challenges and opportunities in the world of business. They also learn about Geopolitical risk assessment (GRA) to better understand the macro environment of business. It is an intriguing and important class that allows students to better describe, prescribe, predict, and explain business decisions, strategies, innovations, successes, and failures. I love teaching this class since the international playing field is everchanging and thus exciting and new each time that I teach it. It's refreshing to hear out-of-the box innovative ideas from young minds who are our future leaders!

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

Yes and no! I've been a die-hard academic for twenty years now! I have taught a variety of different subjects (i.e. international relations, geopolitics, international environmental law, international organizations, international non-governmental organizations, global governance, US foreign policy, gender and war, business ethics, corporate social responsibility, cross-cultural communication, international trade) at universities in three continents (Asia, Europe, North America); with students of over 50 nationalities; and with extensive networks through research, teaching, publishing and consulting. I try to bring this inter-disciplinary, non-parochial vision to my classes to allow students to get the big picture and the use-value for the hard and soft skills that they acquire in their classes that are indispensable to their success in the real-world!

What do you enjoy most about working at CEFAM?

What I enjoy most about CEFAM is its diversity and international character! It's fun to be working, teaching, and learning every day in an 'academic melting-pot' with like-minded people, all on borderlands in some or another way. Perhaps, that's what CEFAMily means.



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.



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.



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!"



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.



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."



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.



Catherine Wable

Strategic Management
& Organizational Policy

Catherine holds an MBA from INSEAD, she's an adjunct professor at the University Jean Monnet, a Learning Coach at INSEAD as well as an IA Data expert for BPI.

Experienced C-level leader- with a solid trackrecord in B2B distribution, Catherine has held a wide range of leadership roles and feels at home in operations as well as in C-suite offices. Since 2009 she's been part of the French innovation and Tech scene through various roles.

What is your favorite class to teach?

I love teaching Strategy and Management, as well as Entrepreneurship. But I also love teaching Innovation & Creativity, Business Models... Being a student forever, I constantly expand my areas of expertise to bring new contents into the classroom.

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

When I teach, I bring over 25 years of experience to the table. Having had a versatile career, I can count on my experiences as General Manager, CIO, COO as well as startupper, investment committee member or Business Angel to illustrate the academic contents. the concepts and frameworks.

What do you enjoy most about working at CEFAM?

I really enjoy the multicultural environment. Having students from different parts of the world enriches the exchanges (especially when it comes to cross-cultural management!). CEFAM is a very positive environment, where professors feel welcome and supported, which helps us give our best in the classroom.



Sabrina Mikes

English Composition, Communication
& Academic Methodology

Sabrina holds a BA in Sociology from New College of Florida and an MA in Multilingual and Multicultural Education from the University of Luxembourg. She has over 5 years of international teaching experience in the USA, New Zealand, Luxembourg, Guatemala, and France.

What is your favorite class to teach?

While I really enjoy all my classes, my favorite class to teach is ENG 110. This class is focused on learning the essentials of academic English writing, specifically tailored for first-year students. In class, we break down all of the myths of being a 'good' writer and play with syntax, essay structure, rhetoric, and critical thinking. I try to base my classes on creativity, diligence, and expression and it's really fun to see the students evolve their writing practice throughout the course of the semester. In class we study academic theory, but we use it in an interactive way. For example, in a class where we study rhetorical appeals, I have the students create their own commercials and perform them for the class. Or sometimes we analyze the rhetoric and discourse of popular songs. Writing is essentially a conversation, and I really enjoy working with the freshmen to improve their skills in a playful, safe, productive learning environment.

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

Absolutely! I often draw upon my international background to enrich the classroom experience. Additionally, I have experience working as a social worker and I think those active listening skills have helped me become a more engaged teacher adapted to my students' needs.

What do you enjoy most about working at CEFAM?

I feel really at home in the multicultural environment at CEFAM. I love the small class sizes that allow me to connect with students. I also love the pedagogical freedom I have to best adapt my classes to what my students need and enjoy the most. While we work hard at CEFAM, I often feel energized and excited after class because of the rich exchanges with students and colleagues. Above all, the pedagogical team is so supportive and professional, I feel I can grow here both professionally and personally.



George Chryssomalis

Market Research and International Business

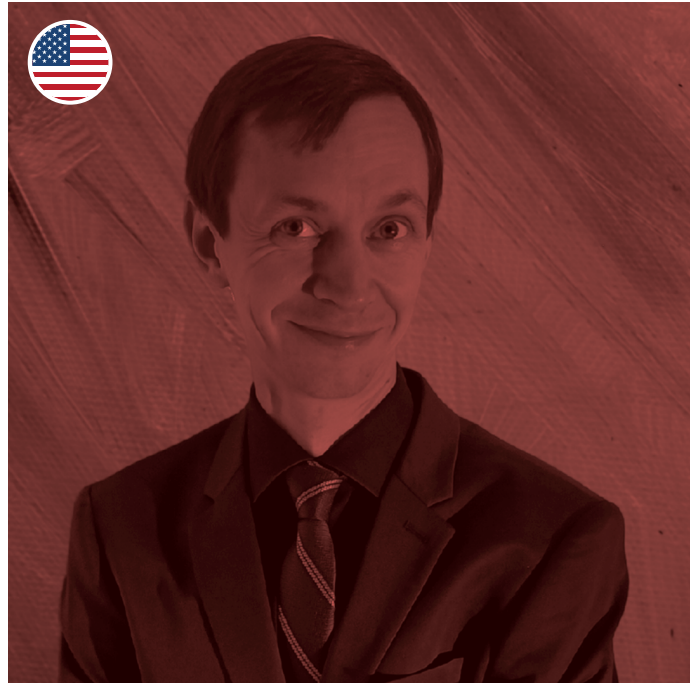
George holds an MBA in International Business from McGill University. He has recently retired from Sanofi Pasteur where he held several senior positions, including Vice President of New Product Marketing and European Marketing Director.

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...?

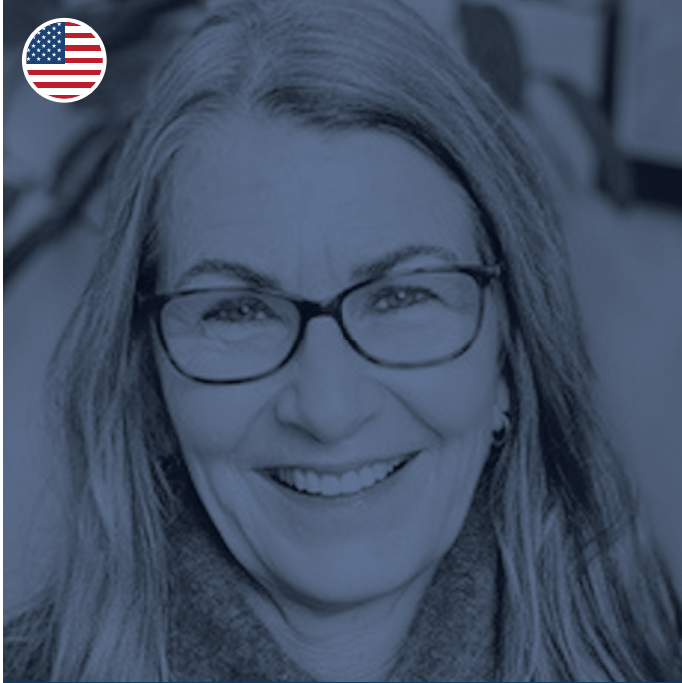
I enjoy the atmosphere and sense of community that connects the students, the professors and the administration. Cefam's goal is to prepare and support students in their quest to be effective young professionals in a North American & international business setting and it's nice to part of that collective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



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?

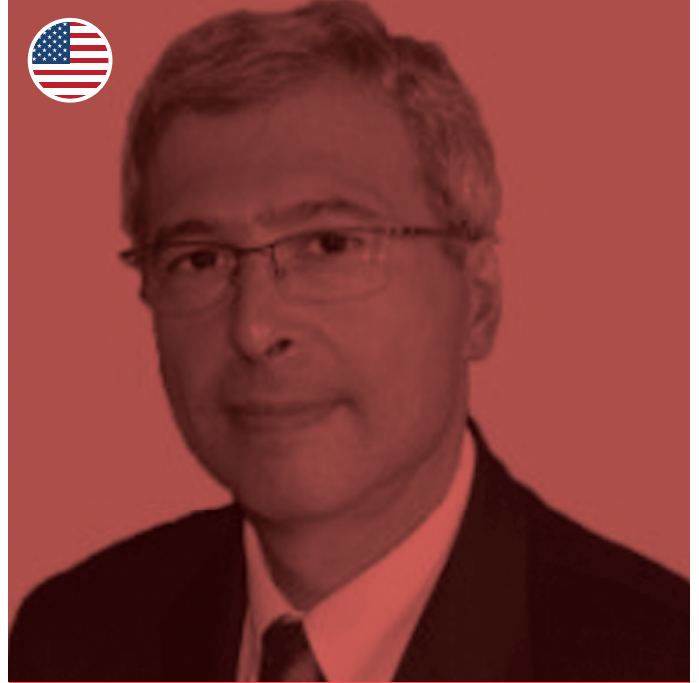
I have thoroughly enjoyed the curiosity, motivation and diversity of the students. Teaching 4th years students who are getting ready to start a career or focus on something more specialized is inspiring.

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.



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.

What is your favorite class to teach?

My favorite class to teach is also the only one I teach at CEFAM: Sales Management and Negotiations.

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

Actually, the course has been mainly based on my professional experience as a business developer, sales manager, consultant and negotiator. It is a mix of theory and role plays with me as the customer. Theory is illustrated by anecdotes coming from my real-life experience.

What do you enjoy most about working at CEFAM?

For my course this is the fact that the group is often small in size, which is perfect for a sales class.



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 engaging. 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 ideas learned in class are useful for students' future professional and personal life. Organizational behavior helps students understand how to manage individuals efficiently, but it also encourages them to be introspective 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!



Gaël

Maire

Business computer application

Gaël studied computer science at University in Saint-Étienne, and after his studies, he interned at an IT company in Canada. He returned to France and worked in the distribution sector in the video game industry and worked his way up into project management in the automotive industry.

What does your professional experience do you bring to the classroom?

Through Gael's experiences in productivity applications and the tech sector, he understands what young business students need to word, Powerpoint, and Excel in the professional world. He can make students see how useful it is in real-life scenarios.

How is it Teaching at CEFAM?

After 17 years of experience, it's important for me to give back and share my experience with young and upcoming business professionals. I like that CEFAM offers a unique experience for students to speak English and be fully immersed in that environment.



Jérémie

Muselet

Amazon.com professional seller
PhD student at LUMEN'S Lab Lille
Teacher in supply chain management

What is your favorite class to teach?

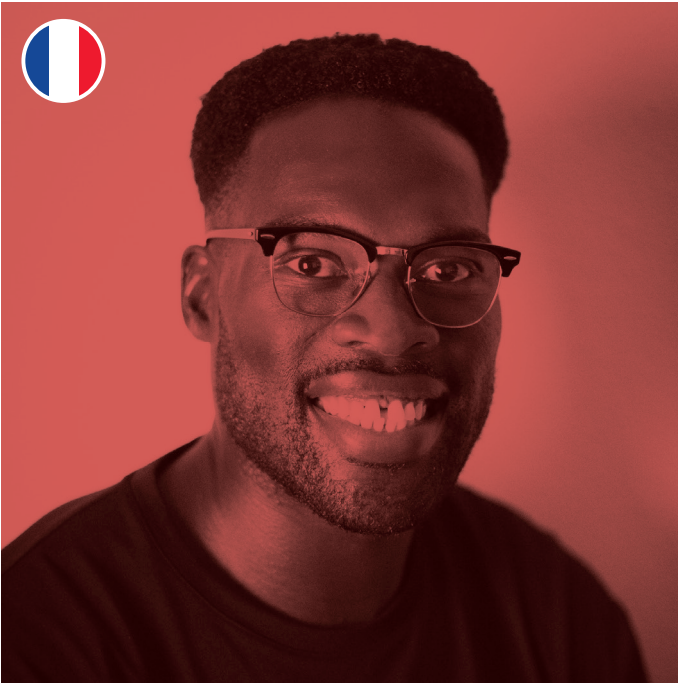
I love teaching "problem solving" in supply chain or international purchasing. Most of the time students don't like the academic part of the teaching, so my job consists of making the link between academic knowledge and the corporate uses.

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

I worked for 15 years in retail most of the time abroad (Morocco Bangladesh, Middle East...). Of course i have a lot to say about the use of tools but also about cultural understanding.

What do you enjoy most about working at CEFAM?

I love working with students at CEFAM because they are engaged, respectful and I really appreciate their desire to challenge themselves. Moreover, continuing to work in a multicultural environment is very stimulating for me and for them as well.



Xavier Jourson

Lecturer in Business Management

What is your favorite class to teach?

My favorite class is the masters, a mature class with strong individualities.

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

As an entrepreneur in the world of sports and the media, I bring a different vision and media. The advantage of having an open and receptive class allows me to make them work pragmatically on subjects mixing entertainment and communication, having the chance to make a documentary with an entrepreneurial focus that allows me to include different topics within my course.

What do you enjoy most about working at CEFAM?

Teaching at CEFAM is a real opportunity. The premises are magnificent, as is the equipment. The diversity of the students is a real plus, and I'm fortunate to have good administrative support.



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!



Giuliano

Scarsi

Environmental Science

What is your favorite class to teach?

I like teaching Environmental Science. Students are always surprised while learning about the environment and the tremendous impact we have on it. Today more than ever, it is fundamental for students to understand how important being sustainable is for our wellbeing and for the next generations to come.

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

I have taught in different countries, to different ages, ethnicities, and cultural backgrounds. My sensitivity and interest for other cultures has grown over the years. I bring my experience of creating an open-minded, flexible, and unbiased environment to my classroom.

What do you enjoy most about working at CEFAM?

Teaching in small classes is one of the aspects that I enjoy most at CEFAM. It allows you to better help and personally know all of the students. The other one is the international nature of CEFAM. Each student brings to class her/his own culture, background, language, and unique way to see the world. I start learning from them at that very moment.



Andrey

Rusev

Digital Marketing

What is your favorite class to teach?

I love teaching Digital Marketing at CEFAM! The field is ever-changing, and students are introduced to new digital tools and marketing techniques every year. More than this, the class focuses on hands-on group work, so be ready to dive in and get busy!

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

The learning material aligns with my year-long experience as a Digital Marketing Expert, covering everything from Google Ads keyword analysis to website development, content creation and management. In class, I am acting as both a mentor and incorporating an entrepreneurial touch to enhance teamwork skills in a real-world context.

What do you enjoy most about working at CEFAM?

A CEFAMily is all we need after accepting the challenge of studying and living abroad. We are in this together - faculty and students.

CEFAM

Centre d'Études Franco-Américain de Management
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