## ALUMNI: SUCCESS STORIES





**CARLA C.**Fashion Retail Excellence
Geneva, Switzeland



"I oversee the monitoring and reviewing the performance of each Switzerland Chanel store to enhance performance across sales, client experience, store and team productivity, operations, client services and compliance."

As a Fashion Retail Excellence manager, I monitor and review the performance of each Switzerland CHANEL store to enhance performance across sales, client experience, store and team productivity, operations, client services and compliance.

Before that, I worked for a couple of fashion marketing agencies in New York as a freelancer where I began to specialize in Public Relations.

I re-entered the luxury industry with Gigantem, a PR and Marketing agency representing Swiss Watch brands such as Zenith (LVMH), Parmigiani Fleurier, H. Moser, and Blancpain.

Then, I joined Calvin Klein as a Global Integrated PR and Marketing Senior Coordinator. I oversaw global communications strategies, programming, and activations to drive demand aligned to the brand goals and business objectives. This role closely partnered with full Integrated PR and Influencer Team and other cross-functional teams.



RAPHAËL H.
Senior Business
Planning Controller
Hong Kong



"My role at LVMH is a cross functional job within the finance department that encompasses business, planning and controlling."

After graduating from CEFAM and Siena College, I was initially seeking a career in the investment banking world, but the work/life balance was not ideal for me.

My role at LVMH is a cross functional job within the finance department that encompasses business, planning and controlling (BPC). I perform financial closings, establish budgets/forecasts for upcoming months/years, and support each department with their financials.

The job keeps a strong need to work closely with the different departments but requires more in-depth analysis regarding the various business expenses. Identifying, planning, and forecasting new real estate project profitability is also a key part of my job.

I believe that a bold and curious personality is important to succeed in this industry because a BPC analyst or manager will have to work with every department, challenge the different Head of Departments, control the budget, and take initiative.



**GUILLAUME B.**Solution Portfolio
Manager
Luxembourg



"The StockTrack simulation in the International Finance course at CEFAM gave me a taste of what it was going to be like in the professional world..."

After obtaining my dual degree from CEFAM and its partner, Temple University, in Philadelphia, I seized the opportunity to gain professional experience by working for six months in London. I made the decision to establish my career in the financial market and I relocated to Luxembourg where I have been residing ever since.

Additionally, I am involved in the development and presentation of tailored solutions for prospective clients, aligning closely with their individual needs and preferences. I also work in developing customized solutions within the ESG domain (Environmental, Social and Governance), an area that holds personal significance for me.

In my current role, I work as a Portfolio Manager within the Investment Solutions team at a French asset management company. Daily, my responsibilities involve managing customized portfolios within the financial markets and ensuring adherence to client-specific requirements.

The StockTrack simulation in the International Finance course at CEFAM gave me a taste of what it was going to be like in the professional world, teaching us the importance of working together as a team and never giving up on our goals.



STÉPHANIE A. Head of Brand & Marketing Atlanta, USA



"CEFAM helped me to understand the cultural differences with the US market and be able to adapt in a foreign working environment."

In my current role, I oversee marketing and communication for a French outdoor furniture manufacturer, Fermob, and a French luxury chocolate brand, RICHART. I mainly define and implement the best marketing strategy and use of marketing tools to increase brand awareness and generate sales!

CEFAM helped me understand the cultural differences between the US and French market and be able to adapt in a foreign working environment. Of course, my English competency improved, and I learnt how to analyze and manage complex working situations and people!





**AYELÉN D.**Real Estate
Financing Analyst
Paris, France



"I could not have dreamt of a better professional opportunity! I am very grateful to CEFAM's network and accounting/finance professors."

My current job is as Credit Officer at Deutsche Pfandbriefbank AG in Paris. The job involves evaluating clients' financial information to determine their creditworthiness and the risk associated with granting a loan.

I had the chance to join Deutsche Pfandbriefbank AG first as an intern, thanks to a CEFAM alumni who worked there. I did my 6-month internship in the Paris branch and really enjoyed the experience. Then the company offered to hire me.

I am also responsible for reviewing and analyzing financial records, monitoring payments, and calculating risk ratios. This job requires strong analytical and communication skills to provide advice to the clients.

I could not have dreamt of a better professional opportunity! I am very grateful to CEFAM's network and accounting/finance professors.



NICOLAS M.

Director of Ground Operations and Engineering

Montreal, Canada

"CEFAM has a strong community, featuring accessible professors from the professional world, an English-taught curriculum, and a dual degree — true stepping stones for my international career."



**MAÏWENN** Social + Engagement Junior Manager



**MATHIEU**VP - Corporate Actions & Special Situations Trader



**SOPHIA**Director in Strategy,
Risk and Transactions



GUILLAUME
Head of International
Fund Administration



**AUDREY** Associate Director - Liquid Strategies Middle Office



**LAURENT**Senior Investment
Manager



PALOMA
Client Activation
Manager Europe



MARC-HENRI Senior Equity Partner



**ELÉONORE**Business Development



**THIBAUD**Operations Assistant



