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Denis Reybard appointed Director of ESSCA's Lyon Campus

As part of its strategic plan *Kairos 2030*, which places the development of responsible and committed leaders at the heart of its educational mission, ESSCA School of Management has appointed Denis Reybard as Director of its Lyon campus. This appointment marks a new milestone for the site, established ten years ago in a key region for higher education, innovation and economic transition. With the support of local teams, the priority will be to strengthen the campus's integration within the Auvergne-Rhône-Alpes ecosystem and to continue fostering strong links with businesses, institutions and the socio-economic environment of the region.

A career dedicated to transforming schools and organisations

A graduate of IAE Nancy, Denis Reybard began his career in publishing before moving into professional training within the bespoke learning division of the CEGOS Group. He notably supported companies such as Société Générale, Total and Allianz on projects focused on commercial efficiency and managerial transformation. He later joined Galileo Global Education as Head of Professional Training before becoming, in 2019, Director of the Paris campus of IDRAC Business School. In 2022, Denis Reybard was appointed Deputy Director of PPA Business School and PPA Sport, and at the beginning of 2025, he took over as Director of the Paris campus of ICD Business School.



“Joining ESSCA's Lyon campus is both an honour and a great pleasure. Nearly ten years after its opening, this campus is firmly rooted in a dynamic region with a forward-looking outlook. My ambition is to contribute to its visibility and to support every student throughout their journey, ensuring they find here a demanding yet caring environment, open to the professional world,” said Denis Reybard.

ESSCA promotes a strong vision through its *Kairos 2030* plan: to educate responsible leaders, capable of acting with awareness and impact in the face of environmental, economic and social transformations. I am delighted to embrace this ambition and to join a committed team dedicated to student success and to building solid partnerships with local businesses. Humanism, responsibility, agility and reliability are the values that guide ESSCA — and they are convictions I deeply share. Together, we will continue to make this campus a place of learning, personal growth and opportunities for our students.”

[>> View Denis Reybard's LinkedIn profile <<](#)

Press release



Strengthening ESSCA's presence at the heart of France and Europe

Opened in September 2016, the Lyon campus now hosts **1,300 students and more than 50 staff members**. It offers a comprehensive portfolio of programmes:

- Bachelor in International Management
- Grande École programme
- Masters of Science
- MBA in Business & Technology
- Executive Education programmes

Located in a vibrant region, ESSCA's Lyon campus aims to pursue its development, strengthen partnerships with local businesses and support projects in innovation, entrepreneurship and student engagement.

About ESSCA

With a 115-year history, ESSCA School of Management is a recognised French and European institution. A pioneer in pedagogical innovation and social and economic inclusion, it is committed to continuous development, integrating the demands and challenges of the contemporary world, with the ambition to train responsible leaders and entrepreneurs to support organisations in their transformations.

A private higher education institution of general interest (EESPIG), operated by a non-profit association and a member of the Conférence des Grandes Écoles, ESSCA offers a Bachelor in International Management (state-recognised and awarded the grade of licence), a Grande École Programme (state-recognised and awarded the grade of master), Masters of Science (awarded the grade of Master), and an MBA in Business & Technology (state-recognised). The School also provides a range of programmes specifically designed for executives, managers, and operational teams, including degree programmes (such as an Executive Master in Global Management...) and inter-company training courses. Finally, ESSCA develops online programmes through its ESSCA Online Campus.

Thanks to its triple accreditation (AACSB, AMBA, and EQUIS), which brings together less than 1% of the world's top business schools, ESSCA is an internationally renowned institution. It is ranked among the top 100 Masters in Management worldwide by the Financial Times and 53rd globally for customised executive education programmes. In terms of impact and research, ESSCA appears in the Times Higher Education and ARWU (Shanghai Ranking) listings.

With a multi-campus structure, ESSCA contributes to strengthening the attractiveness of regions and promoting French expertise in higher education and research, both nationally and internationally. The School relies on a network of more than 22,800 alumni across the globe and currently welcomes over 500 faculty members and staff, as well as 7,800 students across its campuses in France (Aix-en-Provence, Angers, Bordeaux, Lyon, Paris, and Strasbourg), China, Spain, Hungary, and Luxembourg.

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