



# ESSCA

## Press Release

20 January 2026

### Samuel Vinet appointed Chief Development Officer at ESSCA School of Management

ESSCA School of Management announces the appointment of Samuel Vinet as Chief Development Officer within the Academic Programmes Directorate. A member of the Executive Committee, he will be responsible for supporting the implementation of the KAIROS 2030 strategic plan and for strengthening the visibility and reach of the School's programmes across all its campuses in France (Aix-en-Provence, Angers, Bordeaux, Lyon, Paris and Strasbourg) and internationally (Budapest, Luxembourg, Malaga and Shanghai).

#### A career at the intersection of strategy, marketing and development

With more than twenty years' experience in marketing, recruitment and development within leading higher education institutions, Samuel Vinet has built a career characterised by the structuring of growth strategies and the leadership of international teams. A graduate of KEDGE Business School, he began his career in consulting before joining ESSEC Business School, where he held various senior marketing management positions for over ten years. In particular, he oversaw recruitment for Master's and Bachelor programmes in France and internationally, helping to strengthen the quality and diversity of student profiles.

In 2022, he joined École polytechnique as Director of Marketing and Sales for Executive Education. There, he created and structured the department, professionalised marketing and sales processes, deployed a group-wide CRM system and supported a strong growth trajectory driven by the development of new programme offerings and the strengthening of corporate partnerships.



A recognised expert in international marketing and recruitment issues, Samuel Vinet also serves as an auditor for the "Bienvenue en France" label on behalf of Campus France, contributing to the improvement of welcome services and the international attractiveness of higher education institutions.

[>> View Samuel Vinet's LinkedIn profile <<](#)

#### A vision serving ESSCA's academic project

"Joining ESSCA as Chief Development Officer is an opportunity to place my experience at the service of a demanding and international academic project. My priority is to strengthen the visibility and attractiveness of the School's programmes, in France and internationally, by closely aligning academic strategy, marketing and development, in support of programme teams and campuses," **states Samuel Vinet, Chief Development Officer at ESSCA.**



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### About ESSCA

Based on its rich 115-year history, ESSCA School of Management is a renowned and firmly established French and European institution. A pioneering school in terms of teaching innovation and social and economic inclusion, it has striven to evolve on a permanent basis to incorporate the demands and challenges of the modern world with a will to train responsible leaders and assist organisations undergoing change.

A private higher education institution of common interest built upon a not-for-profit associative structure and a member of the Conférence des Grandes Ecoles, ESSCA School of Management delivers an officially recognised 5-year post-secondary Master degree and also offers a fully accredited Bachelor in International Management degree programme, an MBA Business & Technology and Master of Science programmes. The school also offers a range of training programmes designed specifically for senior executives, managers, and operational teams, with degree-awarding training (including an Executive Master in Global Management) and custom programmes. ESSCA is also developing on-line designed by ESSCA online campus.

Thanks to its AACSB, AMBA and EQUIS triple crown accreditation, a status held by only 1% of business schools around the world, the School is an internationally renowned institution. It features in the top 100 Masters in Management programmes in the world in the 2023 Financial Times ranking.

Strengthened by a multicampus structure that helps consolidate its appeal to local regions and the showcasing of French expertise in the areas of higher education and research, ESSCA can call upon a network of almost 21,500 alumni working all across the world and currently welcomes over 500 faculty and staff and 7,000 students on its campuses in France (Aix-en-Provence, Angers, Bordeaux, Lyon, Paris and Strasbourg), Hungary, China and most recently in Spain and Luxembourg.

[www.essca.eu/en](http://www.essca.eu/en)

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