

Alejandro Escudero Yerro, Excelia Group's new Director of International Relations and Director of La Rochelle Academy

On Monday, 17th September 2018, Alejandro Escudero Yerro joined the Excelia Group as both Director of International Relations for the Group and Director of La Rochelle Academy (a school within the Excelia Group offering preparatory and foundation courses). Alejandro Escudero Yerro was previously Director of International Relations for the ESSCA Group.

A graduate in History of Economics from the *Universidad del País Vasco* (University of the Basque Country) and holder of a PhD from the University of Nice in Art, Society and Wine Culture in the Douro Valley, Alejandro Escudero Yerro has more than 20 years' experience in pedagogy and higher education in Spain, France and England. His domain of expertise is the strategy and development of international relations.

Multilingual and multicultural, he started his career teaching, before becoming Head of the Socrates programme then Coordinator of the Erasmus Programme at IPAG Business School. Following this, he joined London Metropolitan University as Head of the Erasmus programme.

In 2009, he joined the ESSCA Group as Assistant Director of International Relations and in 2016 became Director of International Relations. Responsible for developing international recruitment at Master-level for the *Grande Ecole* programme, he was also responsible for developing the School's international strategy. Over the past eighteen years, he has participated in many international conferences including EAIE, NAFSA, APAIE, EFMD, AACSB and CLADEA.

"I am delighted to join the Excelia Group. I intend to strengthen the achievements of the Group through existing international partnerships. In addition, I am determined to further enhance the international dimension of the Group by developing new agreements and programmes, thereby boosting the Group's momentum" explains Alejandro Escudero Yerro.

Bruno Neil, Dean and Director of the Excelia Group adds: "Being international and thinking internationally is part of the Excelia Group's DNA. At an important stage in our development, Alejandro Escudero Yerro brings the qualities and experience we are looking for to further strengthen the Group's international dimension."

About La Rochelle Academy

La Rochelle Academy is the preparatory school of the Excelia Group. The School offers short training courses for French and international students wishing to acquire the fundamentals of management, as well as the language skills needed to join Bachelor and Master programmes, particularly within the Group.

About the Excelia Group

Multidisciplinary and multi-campus, the Excelia Group is made up of 5 Schools. It comprises La Rochelle Business School, a major management school, La Rochelle School of Tourism & Hospitality, a major school of tourism, La Rochelle Digital School, La Rochelle Academy, offering preparatory and foundation courses and La Rochelle Executive Education, a school offering continual professional development.

With a solid presence in its local region and a strong international dimension, the Group has developed an extensive network of partner universities, institutions and companies both in France and across the globe.

3600 students - **95** permanent faculty, of which **44%** are international - **58** research lecturers
- **163** partner universities across **49** countries - **16,000** graduates - **57** major company partnerships - **50** student clubs and associations

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