



**PRESS RELEASE**

**Madrid, October XX, 2021**

**ESCP announces the appointment of Professor Laura Reyero as the new Associate Dean for the MBA in International Management programme.**

ESCP Business School Professor of Marketing, Consumer Behavior and International Marketing Laura Reyero has been appointed Associate Dean for the [MBA in International Management](#) programme.

Prof. Laura Reyero took up her position as new Associate Dean of the MBA in International Management on September 1<sup>st</sup> 2021. As associate dean of the MBA, Laura Reyero has been working hard to inspire and engage all MBA students, staff and professors of this **life-changing programme**. She will be working on this task from the Madrid campus along with the core of the MBA team on ESCP's Paris campus. This not only embraces but also reinforces the multicampus and multicultural experience that makes ESCP proud and shows that this does not only apply to students but to all ESCP stakeholders.

**Professor Léon Laulusa, Executive Vice President, Dean of Academic Affairs and International Relations at ESCP Business School**, adds: *"We see more opportunities than challenges for the MBA. Our ambition is to make this excellent and innovative programme known globally and attract the world's talent"*.

With six campuses across Europe, in Berlin, London, Madrid, Paris, Turin and Warsaw, ESCP is the only truly pan-European business school. Each campus is recognised and accredited in its own country by national and/or local authorities.

The MBA in International Management at ESCP **is a 10-month full-time programme studied in 2 European countries** with the main goal to cover all the functional areas of management and provide students with a wealth of perspectives in a multicultural environment. Students have the opportunity to take electives on one of our 6 European campuses and participate in two Company Consultancy Projects over two countries, providing the necessary learning and essential resources to manage and grow a business in our ever-changing, globalised, sustainable and digital world.

## Laura Reyero



PhD in Economics from UEM, Economist from UCM, MBA from IE. Laura Reyero also studied the Senior Management Program at Ashridge University and has a Master's Degree in International Trade from IEDE. Her career has been linked to marketing and sales in top-tier multinationals. In addition, she is the author of the book ***“Political Marketing, 3.0; As Ciudadanos and Vox the rules of the game have***

***changed”.***

*“Being Associate Dean of the ESCP MBA in International Management is an honor, a privilege and a great challenge, both professionally and personally. To lead an MBA that is taught in 5 cities: Paris, London, Madrid, Berlin and Turin, with students and professors from more than 30 different nationalities, accredited by the most prestigious international institutions and with a vocation to grow, in number of students and in prestige, is the most important professional challenge of my career. It will also involve a great personal effort, since my team is mainly in Paris and I will continue to live in Madrid.”*

*"I trust that my professional experience in various marketing positions in multinationals (Unilever, Kraft, Colgate, Altadis, among others) and my years as a teacher and director of various programmes will be complementary and help me face this challenge," adds Prof. Reyero.*

### **About ESCP Business School**

ESCP Business School was founded in 1819. The School has chosen to teach responsible leadership, open to the world and based on European multiculturalism. Six campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are the stepping stones that allow students to experience this European approach to management.

Several generations of entrepreneurs and managers were thus trained in the firm belief that the business world may feed society in a positive way.

This conviction and ESCP's values - excellence, singularity, creativity and plurality - daily guide our mission and build its pedagogical vision.

Every year, ESCP welcomes 8000 students and 5000 managers from 122 different nationalities. Its strength lies in its many business training programmes, both general and specialised (Bachelor, Master, MBA, Executive MBA, PhD and Executive Education), all of which include a multi-campus experience.

It all starts here.

Website: [www.escp.eu](http://www.escp.eu)

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### **Press Contacts**

#### **MGC&Co.**

Tamara Moreno-Alba Mena

[tamara.morenoalba@mgcandco.com](mailto:tamara.morenoalba@mgcandco.com)

+34 910 34 84 67

+34 717 70 94 60

#### **ESCP**

Tania Fernandez

[tfernandez@escp.eu](mailto:tfernandez@escp.eu)

+34 913 862 511